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GSCA Conference in Chattanooga, Sept. 26-28

The Giant Screen Cinema Association held its annual conference and trade show in Chattanooga, TN, on Sept. 25-27. The meeting included the usual mix of new film screenings, presentations on films in progress and development, keynote speech, professional development sessions, technical session, committee meetings, awards presentation, and parties. With only 350 attendees, the gathering was the smallest fall conference the giant-screen industry has held since the mid-1990s.

Nine new films were shown in their entirety, clips from 30 films in production were screened, and presentations on 17 films in development were given. Seven professional development sessions dealt with digital technology, marketing, social media, fictional content, and improving communications between projectionists and theater managers.

Digital projection was a major topic of discussion in the meeting rooms and in the hallways between sessions. White Oak's John Jacobsen described the Digital

Immersive Giant Screen Specifications (DIGSS) process that is developing specs for digital projection in giant-screen museum theaters. Paul Fraser of Blaze Digital Cinema Works spoke about the "New Language of Digital," and for the first time, some of the films in production were presented as digital clips instead of 15/70 film. (Coincidentally, on the first day of the conference, the first IMAX digital system in a museum premiered at the Virginia Air and Space Center in Hampton, VA. VASC CEO Todd Bridgford attended the conference and was enthusiastic about the new system, which replaced his center's 18-year-old GT projector.)

Bigger. Bolder. Better.

At the Members Meeting, Rich Swietek of Rattle Advertising described the new campaign that his firm and consultant Susan Ritchie have developed to "differentiate giant screens from the typical premium multiplex screens that are in competition with giant screens right now." GSCA member theaters that meet the Technical Task Force's specifications (see *LF Examiner*, September 2010 and October 2009) can promote themselves to the public as "Giant Screen Certified" with new trademarked logos and other marketing tools. The tagline and logo were highly rated in large-scale online and in-person audience testing, each beating several other concepts by large margins. The "BBB" toolbox includes artwork and usage guidelines for the logos, sample implementation plans and press releases, and social media ideas to raise public awareness.

The rollout of the campaign begins on Nov. 1 at several theaters, including the IMAX 3D Theater at the Tennessee Aquarium, host of the conference, which

had put a "Bigger. Bolder. Better." banner up on the outside of its building before the conference began. Like many other museum theaters, it is facing the imminent arrival of a multiplex IMAX theater in its market.

DIGSS process

John Jacobsen said that, like the BBB campaign, the goal of the Digital Immersive Giant Screen Specifications is to "differentiate the museum-quality giant-screen experience from conventional cinema." However, although it uses the Technical Task Force specs as a starting point, GSCA membership is not a requirement. He stressed that the effort is an open process, and that in addition to the GSCA, other associations, like the Association of Science Technology Centers, the International Planetarium Society, and IMERSA are participating.

Jacobsen pointed out that museum GS theaters are roughly evenly split between domes and flat screens, and there are at least 70 fulldome planetariums with screens large enough to qualify for "Bigger. Bolder. Better." "One of the things we have to think about is the convergence, possibly, between the entire planetarium world and the giant-screen field, where it becomes only a matter of policy as to what you put on your screen, rather than technology."

The DIGSS process is based on the work of the Digital Cinema Initiatives, which accelerated the growth of digital cinema in the multiplex world. As with DCI, DIGSS is an open and non-proprietary spec. DIGSS Draft C includes aspects of theater geometry, projection image quality, sound systems, and other

(see GSCA on page 6)

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In Memoriam

Harrison "Buzz" Price

by Judith Rubin

Harrison "Buzz" Price, who died Aug. 15 at the age of 89, was, as many better acquainted with him than I have already said, a person of great vision and accomplishment, and a man of wit and warmth. I had the good fortune to meet Buzz shortly after I stumbled into the themed entertainment industry in 1987. That was the year I joined the now-defunct *World's Fair* magazine, and as I got to know world expos I also got to know industry players such as Buzz Price, who had done numerous expo feasibility studies.

Buzz was a great resource to me as an editor and publicist — he didn't just know the industry, he was part of its fabric. He could always be relied on to provide a razor-sharp, witty observation or analysis, and he was eminently quotable. Eventually we tapped Buzz to write "So You Want to Have a World's Fair," a breakthrough article that holds up quite well today. It will be reprinted in the **Themed Entertainment Association's 2011 Annual and Directory**, to be published in November.

Thinking about Buzz Price and the good things that came to me after I intersected his grand orbit, the word "breakthrough" keeps coming to mind. After I became a freelancer in the mid-1990s, Buzz

recommended me for a marketing research project with a top company. It was a career breakthrough in terms of what I was able to achieve for the client and what I learned in the course of the project.

A few years later, in 1999, it was a thrill to be part of the team that brought Buzz Price in to deliver the keynote address for the annual conference of the

able here: tinyurl.com/2e53opw. A video of Buzz is here: tinyurl.com/32173nb.

Price's LFCA keynote, "Markets, Markets, Markets," (a playful reference to Peter Guber's "Story, Story, Story" keynote given the previous year) was extremely positive and was received with huge enthusiasm. His research showed that there was plenty of room for growth in

many areas of the special-format cinema industry. I believe his vision of the possible futures of giant-screen cinema was instrumental in helping an industry that was founded on a somewhat narrow footing and struggling with its business models begin to achieve a breakthrough in perspective. His findings are to a great extent being validated now with the explosion of special-venue and special-format immersive media such as 4D theaters, 3D cinema, and digital dome

displays (fulldome) we're seeing in a wide variety of entertainment and education markets.

Thank you, Buzz. You had a gift for being professional and confident while also being genuine and friendly, and disarmingly frank. You were a powerful person but what you projected was joy and deep interest in the world around you.

Judith Rubin is an editor, journalist and publicist for the attractions industry and a regular contributor to LF Examiner. She can be reached at rubin.judith@gmail.com.



Harrison "Buzz" Price (left) and Roy E. Disney.

Large Format Cinema Association (which later morphed into the **Giant Screen Cinema Association**). Chris Reyna was LFCA president and Therese Andrade was conference chair. Buzz took the assignment very seriously and did a complete market study of the industry. I was in a position to furnish him with leads for his study, and we spent a lot of time on the phone together. At the conference itself, I had the honor of introducing Buzz for his keynote.

In my media relations role for LFCA I wrote a number of press releases about Buzz that are avail-

Moody Gardens to Host Digital Demo, Jan. 24–25

Moody Gardens in Galveston, TX, will host a demonstration of several digital projection systems, Jan. 24–25, 2011, including comparisons of digital vs. digital, and digital vs. 15/70 film. The resort and conference facility owns a 400-seat IMAX 3D theater as well as an aquarium and a rainforest exhibit housed in distinctive glass pyramids. The theater was the first IMAX facility in the U.S. to add a standard, DCI-compliant digital projection system to its booth (see *LF Examiner*, November 2009.) That system, installed by **XpanD USA/Be Media**, uses two Christie CP2000SB high-brightness projectors, the same model used in the IMAX digital systems.

Last March, following the **Giant Screen Cinema Association's** Film Expo in Los Angeles, Moody Gardens hosted the first side-by-side demonstration of 2K digital and 15/70 film. Using film and digital footage from **3D Entertainment's** *Dolphins and Whales 3D*, theater manager **Brandon Compton** split the screen, showing film on one half and digital on the other. Because of the haste with which the demo was pulled together, only a handful of people attended, and this may have been for the best, since for the same reason the test conditions were not ideal: for instance, *Dolphins and Whales* was not shot

on 15/70 film, so it didn't offer the highest quality source material against which to compare the digital image. Despite this, most observers, including *LF Examiner's* **James Hyder**, were impressed with how well the 2K image held up when projected on the 60x80-foot (18x24-meter) screen. The brightness of the digital system was also very good: 7.5 foot-Lamberts in 2D, as compared to 8 fL from the IMAX projector, according to Be Media's **Mohammad Ahmadi**.

For the January demo, Compton and Moody Foundation program officer **Gerald Smith** are determined to be better prepared and to have more systems to compare against film and against each other. The following vendors and distributors have already agreed to bring projection systems and/or test footage:

- Be Media will outline the features and capabilities of the existing digital installation.
- **D3D Cinema** will provide a 4K Barco dual-projector setup, and sister company **Giant Screen Films** will provide film and digital prints of footage captured on 15/70 film.
- **SimEx/Iwerks** will discuss the conversion of film theaters to digital.

Other vendors, systems integrators, dis-

tributors and speakers are expected to participate, but had not committed by press time. **Imax Corporation** is sending representatives, but has declined to demonstrate its digital system.

The GSCA's Technical Committee will be involved and will probably use the session as part of its procedure for testing digital systems. (Smith has assured *LFX* that Moody Gardens is willing to provide support for other tests of digital systems that the committee may want to conduct in the future.)

The exact schedule for the two-day program is still being developed, but Compton speculates that the first day may focus on the projection systems and the second on content. He and Smith expect to offer similar sessions in the future, perhaps as soon as six months or a year after this meeting.

Registration will be open to all interested industry parties in the coming weeks at www.moodygardens.com. The meeting will cost \$50, and Moody Gardens is offering a \$99-per-day rate at its on-site hotel that includes continental breakfast. Compton tells *LFX* that he expects a good turnout, since his initial e-mail announcement to GSCA members resulted in interested replies from 75 people, including at least three in China.



Moody Gardens' pyramids contain an aquarium, a 4D theater, and a rainforest. The IMAX theater is in the visitor center on the far right.

THE BIZ

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Harry Potter 7 in 2D only

Harry Potter and the Deathly Hallows, Part 1 will not be released in 3D in IMAX or conventional theaters as originally planned. Warner Bros. Pictures announced on Friday, Oct. 8, that “despite everyone’s best efforts, we were unable to convert the film [to 3D] in its entirety and meet the highest standards of quality. We do not want to disappoint fans who have long anticipated the conclusion of this extraordinary journey.”

According to *Variety*, Imax Corporation was made the lead vendor on the conversion process in May, but was only allowed to start work in August, “putting the company behind schedule even from the start.” Imax had converted portions of previous DMR films, but this was its first time handling a complete feature. As work backed up in recent weeks, Imax reportedly asked other 3D conversion companies for help, but “couldn’t find enough takers to catch up,” and continued conversion work right up to the day of the announcement. The decision to cancel the 3D version of *Part 1* was made only after other options, like delaying the release date, proved impractical.

Variety speculates from the fact that not all 3D crews were released that a limited 3D re-release of *Part 1* may precede the opening of *Part 2*, which the studio promised will be released in 3D on July 15, 2011.

In April, Warner faced sharp criticism from critics and fans over the quality of its 3D conversion of *Clash of the Titans*, a property with nowhere near the fan base of *Harry Potter*. The reaction to the *Harry Potter* announcement in the blogosphere has been largely positive.

However, Warner, theater chains, and Imax will take a financial hit from the loss of the \$3.00 average ticket premium charged for 3D films. Analyst Eric Wold of Merriman Curhan Ford predicts that major exhibitors like Regal Entertainment, Cinemark Holdings, and Carmike Cinemas could lose 2.5–3% of their box

office revenues in the fourth quarter of 2010, and Imax could lose between \$3 million and \$6 million, or \$0.01 per share.

Paranormal 2, Fast Five in DMR

Paramount’s *Paranormal Activity 2* has been called up at the last minute to fill the gap in the DMR schedule left by the lackluster performance of Warner Bros.’ *Legend of the Guardians*, which opened on Sept. 24. It will be released to IMAX digital theaters only for a two-week run starting on Oct. 22, before DreamWorks’ *Megamind* opens on Nov. 5.

Paranormal Activity 2 is the sequel to writer/director Oren Peli’s 2007 horror film, which was made for about \$15,000 and went on to gross \$183 million. *PA 2* was written by Peli and directed by Tod Williams.

Imax Corporation has also announced that Universal Pictures’ action thriller *Fast Five* will be released to digital IMAX theaters only, simultaneously with the film’s wide release to conventional theaters on June 10, 2011. The fifth film in the *Fast and Furious* street racing franchise, it stars Paul Walker, Vin Diesel, and Dwayne Johnson. It is Universal’s second IMAX DMR release; its first was the very first DMR film, *Apollo 13*, in 2002.

IMAX makes deals for 64+ screens

Since early September, Imax Corporation has announced nine theater signing deals for between 59 and 68 IMAX digital screens in China, Germany, Kazakhstan, Russia, South Korea, the U.K., and the U.S. At least 12 of the screens will open in time for *Harry Potter and the Deathly Hallows, Part 1* in November.

The largest deal was with Regal Entertainment Group, which will add between 16 and 25 IMAX digital screens to the 49 IMAX theaters it currently operates, 36 of which are now digital. The new theaters will open by the end of 2012 in Albuquerque, NM; Eugene, OR; Charlottesville, VA; and Atlanta, GA; among other cities.

Eight of the new systems will replace existing 15/70 projectors, presumably in the chain’s smaller SR houses. The deal also extends the term of the existing joint venture agreement between the companies from seven years to ten, and adjusts the “allocation of costs to help defray Regal’s operating expenses for all of its new and existing joint-venture IMAX theaters,” according to a press release.

Rave Cinemas, which recently acquired a number of theaters from National Amusements, including four IMAX theaters (see *The Biz*, April 2010), has agreed to add 13 digital IMAX screens to existing multiplexes in Baton Rouge, LA; Chattanooga, TN; Davenport, IA; Fort Wayne, IN; Peoria, IL; and other locations. The first six will be converted in November, with the rest expected in early 2011, giving Rave a total of 17 IMAX screens. The chain’s current IMAX sites are MPX theaters in Hartford, CT; Louisville, KY; and Ypsilanti, MI; all three of which will be converted to digital as part of the deal, and the giant-screen GT Rave Motion Pictures 18 in Los Angeles, formerly known as The Bridge.

Birmingham, AL-based Cobb Theaters will install IMAX systems in Lakeland, FL, and another location in south Florida this year, and two more in Tuscaloosa, AL, and Merritt Island, FL, in March and April 2011. It is Imax’s first deal with Cobb, which operates 210 screens in 17 locations. (Cobb’s COO, Jeremy Welman, has a long history in the giant-screen business, starting with Edwards Theatres in the late 1990s, through MEGAsystems, Crown Theatres, and National Amusements.)

South Korea’s CJ CGV will install 15 IMAX digital systems in new locations it is building in China, the first two to open in 2011 and the rest to open by 2015. CJ CGV signed a joint-venture deal in March for up to 15 screens in South Korea and converted its five existing (non-JV) IMAX sites from MPX film to digital in April. The latest deal brings the chain’s IMAX

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commitment to as many as 35 IMAX locations.

In Germany, **CinemaxX** will convert one of its multiplex screens in Bremen to IMAX digital in November and will add at least four more in the country "in the future." The deal is Imax's first joint venture in Germany. The chain has 34 locations and 298 screens in Germany and Denmark.

Britain's **Odeon & UCI** will add four theaters in multiplexes in Glasgow, Norwich, Kingston, and Uxbridge by November, bringing the chain's IMAX screen total to 11, and making it the largest IMAX operator in western Europe.

Russia's **Karo Film Management** has agreed to install digital IMAX systems in Moscow in January 2011 and in St. Petersburg in April 2011, with an option to add a third site in either city. The circuit has 32 theaters with 169 screens.

Kinopark will open three screens in its home country of Kazakhstan, the first in the capital city, Astana, in 2011. The other two will open in 2011 and 2012 in new multiplexes.

China Film Group is adding two screens to the one it opened in Tianjin, China, earlier this year. The new theaters will open in Shenzhen in 2011 and Ningbo in 2012.

AMC opens 4 IMAXes in Canada

AMC Entertainment has opened its first IMAX theaters in Canada, ending a near monopoly on multiplex IMAX screens held by **Cineplex Entertainment**, the country's largest exhibitor. (The only other Canadian chain with an IMAX theater is **Empire Theatres**, which operates one screen in Halifax.) AMC's four new IMAX digital systems opened on Oct. 15 in three retrofitted multiplex auditoriums in the Toronto area, including one in Mississauga, **Imax Corporation's** hometown, and one in the Ottawa area.

Canada's **CTV News** quoted Imax COO **Gary Moss** as saying the company was talking to Cineplex about adding more

IMAX screens, but added that **Pat Marshall**, Cineplex's spokesperson (and a former Imax Corp. employee), "would not confirm the negotiations."

Low to make Indianapolis 500 film

Stephen Low is developing a giant-screen 3D film about the Indianapolis 500 Mile Race to be produced and distributed by the **Stephen Low Company** in association with **Ralph Hansen** of **Pegasus Marketing Group**. The project has the cooperation of the **Indianapolis Motor Speedway**, and is expected to be released in October 2011, to coincide with the month-long centennial celebration of the first Indianapolis 500 in 1911.

MSC's Star Spangled Banner film

The **Maryland Science Center** in Baltimore is partnering with **Blue Mountain Film Associates** and **David Clark, Inc.**, to produce a giant-screen 3D film commemorating the 200th anniversary of the writing of the U.S. national anthem. ***Star Spangled Banner: Anthem of Liberty*** will "depict the British naval bombardment of Baltimore's Fort McHenry in the War of 1812 and the many ways our national anthem continues to inspire us today," according to a press release. Co-producers and co-directors **Bayley Silleck** and **David Clark**, who partnered with MSC on ***Dinosaurs Alive*** in 2007, will work with the State of Maryland 1812 Bicentennial Committee to ensure the historical accuracy of the project. The film's release will coincide with the bicentennial celebrations.

Another GS project on the anthem, ***Duel 'Till Dawn***, being produced by SSBI, LLC, in Minneapolis, MN, was announced at the annual conference of the **Giant Screen Cinema Association** in September.

GDTC supports Tornado Alley

The newly-formed **Giant Dome Theater Consortium** has announced that it is supporting **Sean Casey's** ***Tornado Alley*** with

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production funding and booking commitments from its seven founding members. The amount of the contribution was not disclosed.

Produced by Casey, **Graphic Films**, and **Giant Screen Films**, ***Tornado Alley*** follows Casey's efforts to put his custom-made Tornado Intercept Vehicle directly in a tornado's path to capture some of the most destructive weather phenomena on earth on 15/70 film. It is set for release in April 2011.

Sony/Discovery/Imax hires

Sony Corporation, **Discovery Communications**, and **Imax Corporation** have announced that **Julia Rao** will be chief financial officer and **Mark Ringwald** will be director of scheduling and acquisitions for the new 3D cable channel that the three companies will launch next year. Rao was CFO for several Discovery networks, including Animal Planet; Ringwald comes to the joint venture from American-Life TV, where he was VP of programming.

In a separate announcement, CEO **Tom Cosgrove** disclosed some of the programs that will be featured on the channel, including Imax Corp.'s original GS films ***Into the Deep*** and ***Magnificent Desolation***, and the Sony animated features ***Cloudy With a Chance of Meatballs*** and ***Monster House***.

Gelfond marries Bonapace

Imax CEO **Richard Gelfond** married former print model **Peggy Bonapace** on Sept. 24

in a civil ceremony in Brooklyn. It is the second marriage for both. The



Bonapace and Gelfond.

bride and groom are both graduates of the State University of New York at Stonybrook.

GSCA 2010 Conference Coverage



John Jacobsen of the White Oak Institute.

(from GSCA on page 1)

criteria with about 13 of the 54 core specifications listed as provisional, pending testing. It is open for professional comment at whiteoakinstitute-discuss.wikispaces.com through Oct. 31.

A future issue of *LF Examiner* will feature an in-depth article about DIGSS.

Keynote: Andrew Zolli

Zolli is a futurist, designer, and author, and his keynote talk at the conference suggested that he also has potential as a standup comedian. In a wide ranging talk that kept his audience laughing, he spoke about the future and the challenges that people face as technology advances. He offered some advice to help organizations lead innovation instead of following trends, including making top execs accountable, making lots of small bets, embracing experience design, and creating unconventional partnerships.

Although the study of demographics is, as he said, “a great non-narcotic sleeping aid,” the power of demographic change, while slow, is very powerful. He presented a number of demographic charts that showed trends in population across the world and in the U.S. and discussed how those changes will affect businesses and their customers in the next few years.

Zolli spoke about some of the advantages of new media: the Centers for Disease Control track flu outbreaks by counting hospital patients with flu symp-

toms and analyzing the results, a process that takes weeks. “Usually, by the time they’ve announced there’s a flu outbreak, it’s already over.” Google geographically tracks searches related to flu symptoms “and they’re able to predict the flu with greater accuracy than the CDC, in real time.”

Concurrent Sessions

Three simultaneous panel discussions dealt with issues of concern to giant-screen filmmakers and theater operators.

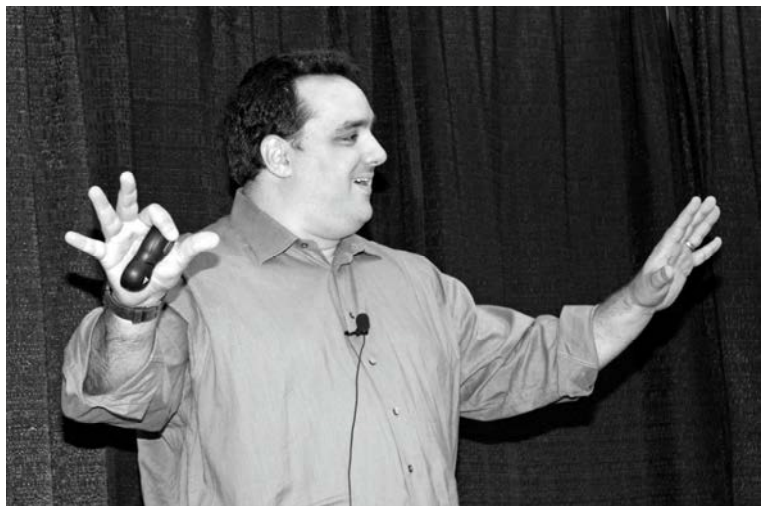
Beyond Tweets and Pokes: New Trends in Social Media. Moderator: **Andy Wood, Giant Screen Films**; panelists: **Rich Swietek, Rattle Advertising**; **Peter Fasano, Dachis Group**; **Wayne LaBar, Liberty Science Center.**

Swietek said that social media are now moving from a “rudimentary social sharing stage to...an influencer stage.” He showed how his company has used Quick Response (QR) codes, digital images that, when shot with a smart phone camera, take the user to a Web site. Geolocator apps for phones such as Foursquare, Gowalla, Loopt, and Yelp let users tell their friends where they are and what they’re doing, while allowing venues to know more about their visitors. He stressed that as smart phones become more common (they now represent 25% of all cell phones), it is essential to develop Web sites optimized for mobile browsers. Services like SCVNGR create interactive experiences that “put a game layer on the world” by creating challenges that users meet by taking pictures, sending

texts, or in other ways. The Smithsonian’s American Art Museum has created a game called Pheon that highlights its collection, but is playable anywhere in the world.

Fasano, whose clients have included Coca Cola and CBS, described how these major brands approach social marketing and measure the return on investment. “Social media is media and content that is shareable.” A picture taken in your venue, a review on Yelp, or a tweet can directly help other people decide to visit, but through search engines those reviews also become part of the larger metadata about your facility. A key element is customer participation. What are you offering people to allow them to engage with you? “If you’re not findable, you’re not engageable, you don’t exist anymore.” People trust opinions from friends more than strangers, and the average Facebook user has 200 friends, so creating a Facebook page and encouraging visitors to “like” your facility can spread favorable opinions very widely. Fasano recommended CoTweet and HootSuite as services that help manage and track the impact of an organization’s social media efforts.

LaBar said he had probably violated many of the previous speakers’ suggestions by jumping in and using social media without a larger strategy. In preparing for a major exhibit on Cooking for the Liberty Science Center, the design team decid-



Keynote speaker Andrew Zolli.



The "Incorporating Fictional Content" session. L to r: Jeffrey Kirsch, Pascal Vuong, Lisa Truitt, Alice Apley, Greg MacGillivray.

ed to include the public at every step and make the design process as open and transparent as possible. They created a Web site (cookingexhibition.org) using Ning, where, in addition to their own blogs, photos, videos and other media about the exhibit, they welcomed all input from visitors.

All of the design team's meetings were open to the public, by phone, via the Web site, or in person. As a result, the six-person design team was augmented by 675 members from outside the museum, about a dozen of whom had significant relevant expertise and made important contributions as regular participants. The number and kind of people who became involved went far beyond what they expected, including chef James Beard, inner city Girl Scout troops, and the author of a books about television cooking. The museum wouldn't have been able to reach so many people so quickly if they hadn't opened up the process. Despite the openness, the museum retained control over final decisions about the exhibit. The exhibit opens July 2011.

Incorporating Fictional Content in Fact-Based GS Films. Moderator: Jeffrey

Kirsch, Reuben H. Fleet Science Center; panelists: Pascal Vuong, N3D Land Productions; Greg MacGillivray, MacGillivray Freeman Films; Alice Apley, RMC Research; Lisa Truitt, National Geographic.

Vuong is the producer, director, and writer of *Sea Rex*, which was shown as a new film at the conference. He worked for five years on the project, and admitted that "there is not a single shot in *Sea Rex* that is not fiction. These animals are no longer alive, so we had to recreate them through CGI, with the help of paleontologists and paleo-anatomists, to bring them back to life." Thanks to those advisors, all the details of the Mesozoic marine reptiles depicted in the film are "scientifically accurate, or at least scientifically plausible." He also used recreations of historical events to bring viewers into the movie. The important thing is how people experience the movie. "Am I sitting in a cinema or am I...in 1795? Only the audience can answer."

MacGillivray recalled the instructions he got from Apollo 11 astronaut Michael Collins, the first director of the National Air and Space Museum, on making *To Fly!* in 1975: "I've got all the facts in my

museum I need. Put [the visitors] in a chair in an air-conditioned theater for half an hour and give them fun." *To Fly!* was all (fact-based) fiction and used comedy and cinematic tricks to fulfill that mission, and its success inspired many other museums to install IMAX theaters. His next two giant-screen films, *Behold Hawaii* and *Flyers*, were also fictional. "Then I saw the light."

Museum directors urged him to move toward non-fiction films. Surveying museum visitors, he found that they "expect truth when they go into a museum. There is a huge, very solid bond of trust that the audience gives to the museum, and they expect something in return. They expect non-fiction." His films since then have been completely non-fiction.

In a video clip MacGillivray played, he described the difficulty of finding the "nugget" of a story that will make the film work, and how it usually turns up only in the editing stage. For his latest film, *To the Arctic*, it became the story of a female polar bear who allowed his crew to film her and her two cubs "up close and personal" for five days. For *Everest*, he had to recreate some scenes that had happened

(see *GSCA* on page 8)



Projectionist Ron Bartsch spoke about booth operations.

(from *GSCA* on page 7)

on the mountain in the spring of 1996, but he did it “ethically and honestly. So all the climbers who were actually there on the mountain when the events occurred were involved with every decision in the filming, the costuming, the action, and the editing, to make them as true to life as possible.” *Everest* became the most successful documentary film, in any format, of all time.

Apley evaluates movies for filmmakers to make sure they meet their educational goals. She said that she believes “all films are fictions.” She pointed to 1922’s *Nanook of the North*, widely considered to be the first documentary film ever made. Filmmaker Robert Flaherty admitted using Hollywood-style storytelling techniques to depict the life of the Inuit peoples, saying, “Sometimes you have to lie to tell the truth.” Apley said that when it comes to giant-screen films, “The question we should be asking ourselves is this: ‘When do the fictional elements that are incorporated in making these films support learning, and when do they actually distract the viewer or misinform the viewer?’”

In evaluating 2001’s *The Human Body*, she found that audiences accepted the notion that cinema magic might be used, but trusted that the information they were seeing was true. In the case of *Dinosaurs Alive*, the filmmakers illustrated the scientific method by visually highlighting the fact that scientists have no way of knowing some things, like the color of dinosaur

skin, and can only make informed guesses. This can raise useful questions in viewers’ minds about what other assumptions scientists — and filmmakers — make.

Truitt said that all filmmakers, whether in Hollywood or for GS theaters, are

storytellers, and that to draw an audience you have to entertain them. Engaging emotions has been shown to be the most effective way to get people to remember things, and she showed clips from four of her films to illustrate different ways to do this.

In *Forces of Nature*, the “mind-blowing” footage of volcanoes and other natural disasters had its own emotional power. In *Lewis & Clark*, Hollywood techniques were used to recreate the famous expedition, but the details like the size of the bound journals they used were as authentic as possible, and every word spoken by the characters was taken from the explorers’ writings. In *Mysteries of Egypt*, the device of using a grandfather, played by Omar Sharif, explaining the history Egypt to his granddaughter, gave an emotional hook and also provided human scale to the enormous pyramids of Giza. And *Sea Monsters* followed the story of a single animal from its birth, to personalize the world of prehistoric marine reptiles.

She concluded, “It comes down to pretty simple mantras that I always keep in my head: stay true to your educational goals, find a way to do that and tell a great story, and never limit your creative possibilities for ways to tell that story.”

Successful Relationships Be-

tween Management and Projectionists. Panelists: Ron Bartsch, The Henry Ford; Michelle Duncan, The Tech Museum.

Bartsch outlined some of the problems that can arise between theater managers and projection staff and how to overcome them. He said that there are four key requirements for a successful IMAX booth: time, resources, maintenance, and training. Allowing too little time for making up prints, or between shows, or for other important tasks, can lead to costly mistakes and damage to equipment or prints. When it comes to money, “it never pays to sacrifice quality at the price of cost.” Managers should seek input from the chief projectionist when making up budgets, and for his part, the CP should provide detailed documentation and explanations for the items on the budget. Adequate funds should be available for hiring and training skilled operators. “Projectionists shouldn’t be making fast food wages.”

Bartsch pointed out that GS film projectors are complex pieces of hardware, and that without regular maintenance they will break down, which will lead to lost shows and lost revenues. The projection staff needs the time, parts, and tools to do maintenance properly. Finally, and he said



The Tennessee Aquarium IMAX Theatre.

this might be the most important point, projectionists need proper training. He quoted the late **John Pytlak** from **Kodak**, who said that "IMAX projection is a craft, a learned trade mastered by those who have been well trained and those who possess exceptional skill, and a keen interest and desire" to do the job well.

As for breaking down the barriers between management and the booth, Bartsch recommended that the CP never give technical explanations by phone or e-mail. The manager should come into the booth and see the item being discussed so he/she can better understand it. He also recommends an open booth door policy for all staff, when possible, so that everyone in the organization can better understand how the system works.

Duncan said that she had volunteered to write a regular column about the IMAX booth for her museum's internal newsletter, and said that this had helped other staffers better explain to visitors why film was better than digital, why the dome theater couldn't offer 3D, and other important topics.

Bartsch said that management can help the booth by trusting the CP and not micromanaging. Duncan added that if you don't trust the CP he/she shouldn't be CP. The booth and management should work together on the budget and the show

schedule so the booth is able to do its job of consistently presenting the highest quality shows.

Awards

In a ceremony on Sept. 25, the GSCA presented awards for marketing and film excellence, and **Imax Corporation** presented its Maximum Image Awards. The ceremony was dedicated to the memory of late Imax Corporation co-founder **Robert Kerr**, who died in April (see *LF Examiner*, May 2010). Imax's **David Keighley** and **SK Films' Jonathan Barker** opened the ceremony with a tribute to Kerr and his contributions to the giant-screen industry.

The GSCA also presented the Big Shoe Award for outstanding contribution by conference volunteers to **Jenn Bentz**, **Pacific Science Center**, and **Glenn Pedersen**, Imax Corporation, for their technical coordination of the meeting. The association also recognized its three staffers, **Tammy Seldon**, **Kelly Germain**, and **Eileen Pheiffer** for their extraordinary contributions in organizing the conference after the departure of president **Gretchen Jasper** in the spring.

Imax Maximum Image Awards

Hall of Fame: ***Rolling Stones At the Max***.

Best Booth: **Bob Bullock Texas State History Museum**, Austin, TX.

Marketing Awards

Film Launch by a Theater: **Louisville Science Center**, Louisville, KY, for its launch of ***Van Gogh: Brush with Genius***.

Educational Program: **Marbles Kids Museum**, Raleigh, NC, for its Learning Lab program to supplement the field trip experience.

Marketing Campaign by a Distributor: **MacGillivray Freeman Films** for the launch of ***Arabia 3D***.

Theater Launch: not awarded this year.

Big Idea Award: **Marbles Kids Museum**, Raleigh, NC, for the Learning Lab program.



Big Shoe winners Glenn Pedersen and Jenn Bentz.

Film Awards

Best Cinematography: **James Neihouse** for ***Hubble 3D***, Warner Bros. Pictures/Imax Corporation.

Best Original Score: **Steve Wood** for ***Arabia 3D***, MacGillivray Freeman Films.

Best Sound Design: **Andrew DeCristofaro** for ***Arabia 3D***, MacGillivray Freeman Films.

Best Film for Learning: ***Hubble 3D***, Warner Bros. Pictures/Imax Corporation.

Best Film Produced Non-Exclusively for the Giant Screen: ***Avatar***, Twentieth Century Fox.

Best Film Produced Exclusively for the Giant Screen: ***Hubble 3D***, Warner Bros. Pictures/Imax Corporation.

The next meeting of the GSCA will be a Film Expo in China, Jan. 11-13, 2011, hosted by the **Dongguan Science and Technology Museum**. (See item on page 24.) Following that will be the usual spring Film Expo in Los Angeles, March 8-9, in the IMAX Theater at the **Rave 18** (formerly The Bridge). It will be followed by a Dome Day in San Diego on March 10. The 2011 annual conference and trade show will be held at the **Bob Bullock Texas State History Museum** in Austin, Sept. 20-22, with a dome day on the 23rd at the recently rebuilt **Fort Worth Museum of Science and History**.

Coverage of the conference, including descriptions of the Marketing and Technical Sessions, Paul Fraser's presentation on digital cinema, and Dome Day, will



Cinematographer James Neihouse.



Members of the GSCA Board posed on Sean Casey's Tornado Intercept Vehicle. Front row, l to r: Mark Katz, Tim Knapp, Jonathan Barker, Jeff Kirsch, Don Kempf, Rick Gordon, Diane Carlson, Gil Perez, Andy Wood, Dick Vaughan, Patricia Keighley, Gordon Stalans, Greg MacGillivray. Top: Mike Lutz, Toby Mensforth.

GSCA 2010 New Films

Arabia 3D

MacGillivray Freeman Films, Inc.
Release Date: 2/12/2010
Format: 3D
Length: 45 min.
Travel to the exotic and fascinating land of Arabia. Explore the ancient tombs of a lost city, dive through the reefs of the Red Sea, and experience the Hajj – the largest gathering of people on Earth. Discover an extraordinary culture and experience modern-day Arabia in the midst of monumental change.

Around the World in 50 Years

nWave Pictures
Release Date: 2010
Format: 3D
Length: 85 min.
Around The World in Fifty Years 3D tells the story of a sea turtle from birth in 1959 to maturity in 2009. This computer-generated animated tale is a coming-of-age movie about growing up and friendship. Spending 50 years in the oceans puts us in an unusual vantage point to witness some of the major changes that the ever-growing human presence is having on our planet.

Furusato: World Heritage Viewed From Space

TBS Vision
Release Date: 4/24/2010
Format: 3D
Length: 35 min.
Since 2006, the Japanese Advanced Land Observation Satellite, DAICHI, has been observing World Heritage sites from space with three high-tech sensors. It has inspired this film, which uses images of those sites taken from space and here on earth with a 4K digital camera. With a story told by the children who live near the sites, the film will immerse audiences in the breathtaking structures created by nature and by man. The original script is by Kundo Koyama, winner of an Academy Award for *Okuribito* (The Departures).

Hubble 3D

Imax Corporation
Release Date: 3/19/2010
Format: 3D
Length: 43 min.
Through the power of IMAX 3D, *Hubble 3D* will enable moviegoers to journey through distant galaxies to explore the grandeur and mysteries of our celestial surroundings, and accompany space-walking astronauts as they attempt the most difficult and important tasks in NASA's history. Narrated by Leonardo DiCaprio, *Hubble 3D* reunites the Space Station 3D filmmaking team, led by producer/director Toni Myers.

Legends of Flight

K2 Communications
Release Date: 6/11/2010
Format: 3D
Length: 45 min.
Fly in the cockpit of some of aviation history's most amazing aircraft. See how the design challenges, financial risks, and lessons learned from a century of aviation trial and error have brought us to the dawn of a new era of revolutionary aircraft: Boeing's 787 Dreamliner and the Airbus 380. Witness the construction and final assembly of the 787, and join chief test pilot Mike Carrier as he puts the new airliner through its rigorous test flights.

Quantum Quest

Jupiter 9 Productions, Inc.
Release Date: 8/1/2010
Format: 3D
Length: 50 min.
Quantum Quest: A Cassini Space Odyssey is a CGI, 3D, science fiction, action-adventure film which interweaves animated sequences with actual space imagery captured from seven ongoing NASA/ESA missions. Its family-friendly tale focuses on a photon named Dave and his heroic efforts to save his people, who are caught in a galactic battle between the forces of good and evil. The film takes a unique and entertaining approach to science education by creating characters which embody scientific concepts and discoveries, making the movie fun as well as informative. Voice cast includes Chris Pine, Samuel L. Jackson, Hayden Christensen, Amanda Peet, Robert Picardo, Jason Alexander, Brent Spiner, James Earl Jones, William Shatner, Mark Hamill, and, in his first feature film role, astronaut Neil Armstrong.

Sea Rex: Journey to a Prehistoric World

N3D Land Production
Release Date: 5/28/2010
Format: 3D
Length: 42 min.
Twenty million years before dinosaurs roamed the earth, marine reptiles had already begun conquering the oceans. Atop the food chain, these carnivores ruled every sea until the end of the Cretaceous period. Some species were the marine equivalent of the famous T. rex: the largest predators of all times.

The Ultimate Wave Tahiti 3D

Stephen Low Company
Release Date: 2/12/2010
Format: 3D
Length: 44 min.
The Ultimate Wave Tahiti will immerse audiences in the story of an ocean wave and the lives it impacts and transforms. From astounding surfing action featuring nine-time world champion surfer Kelly Slater to the chaos of ocean storms, the film leads audiences on a quest to understand one of this planet's most intriguing and dramatic phenomena, while providing a window into the history, land, and culture of one the first people to ever ride waves – the Tahitians.

The Wildest Dream

Altitude Films/Atlantic Productions
Release Date: 8/1/2010
Format: 2D
Length: 93 min.
Driven by empire, torn by love, George Mallory dreamt of being the first to conquer Mount Everest. Last seen 800 feet below the summit in 1924, he vanished into legend. Modern adventurer Conrad Anker now follows Mallory's footsteps up Everest to unravel the mysteries surrounding his disappearance.

GSCA 2010 Films in Production (presented on 15/70 film)

<u>Air Racers 3D</u> Pretend Entertainment Release Date: 7/31/2011 Format: 3D Length: 40 min. 3D Entertainment Distribution takes audiences into the sky with <i>Air Racers: Forces of Flight</i> . Join 23-year-old first-time competitor Steven Hinton, Jr., the son of a legendary air racer and acrobatic pilot, on his journey to becoming the youngest champion ever of the ultimate air race: the legendary Reno National Championship Air Races. Witness a never-before-seen exploration of the world's fastest motor sport, considered by many to be the NASCAR of the air, but at more than twice the speed! Fly low, go fast, and turn left!	<u>Jerusalem 3D</u> Cosmic Picture Release Date: 2013 Format: 3D Length: 40 min. The Promised Land for Jews, the Holy Land to Christians, and the Land of the Prophets to the Muslim world. For the first time in IMAX 3D, explore this crossroads of civilization, a city unique in its cultural, spiritual, and historical importance. <i>Jerusalem</i> will interweave stories of archeologists, students, and the city's inhabitants as they explore ancient sites in and around what many believe to be the holiest place on earth. Audiences will gain an understanding of Jerusalem's extraordinary history and its place in the hearts of billions of people today.
<u>Blue Man Group: Mind Blast</u> Blue Man Productions Release Date: 2012 Format: 3D Length: 40 min. In this live-action film from the world famous Blue Man Group, we follow the bald and blue trio as they travel through a visually stunning 3D brain, exploring neural pathways, synapses, and gooey brain structures. Science has never been this much fun!	<u>The Last Reef</u> Yes/No Productions Release Date: 7/1/2011 Format: 3D Length: 40 min. Exotic coral reefs, vibrant sea walls in the sub-arctic pulsating with anemones and crustaceans: these biodiversity hot spots are as vital to our lives as the rainforests. All are under threat as global CO ₂ emissions continue to acidify the ocean. Groundbreaking macro 3D cinematography explores these cities beneath the sea.
<u>Born to Be Wild</u> Warner Bros. Release Date: 3/31/2011 Format: 3D Length: 40 min. <i>Born to Be Wild 3D</i> takes moviegoers on an all new IMAX 3D adventure to the lush rainforests of Borneo and the rugged savannah of Kenya to experience the incredible and heartwarming story of vulnerable baby orangutans and elephants that have lost their families and must rely on the kindness and dedication of extraordinary individuals who lead them on an amazing journey from rescue and rehabilitation to their triumphant release into the wild.	<u>Outside In</u> SV2 Studios Release Date: 11/11/2011 Format: 2D Length: 42 min. <i>Outside In</i> is a nonprofit giant-screen art film that takes audiences on a journey of the mind, heart, and spirit from the big bang to the near future via the Cassini-Huygens Mission at Saturn. Composed entirely of still photographs, and using innovative visual techniques developed by the filmmaker, <i>Outside In</i> stretches the boundaries of the motion picture form. The film will feature powerful music by Ferry Corsten, William Orbit, Samuel Barber, as it melds non-narrative visual poetry and science documentary into a rich experience for audiences.
<u>Everest: Conquering Thin Air 3D</u> MacGillivray Freeman Films, Inc. Release Date: 3/31/2013 Format: 3D Length: 45 min. One critically ill hospital patient lives. Another dies. Why? On Everest, courageous doctors undertake the largest high-altitude medical study ever conducted to understand how we adapt to oxygen deprivation. They're joined by Araceli and Jamling, the heart and soul of <i>Everest</i> , at the scene of their successful 1996 climb.	<u>Running With Bulls</u> San Fermin Films Release Date: 2/28/2012 Format: 3D Length: 40 min. <i>Running With Bulls</i> takes you to the streets of Pamplona to the world famous spectacular fiesta. Run with thousands, feel the emotions, live the thrills and spills, and come face to face with real bulls. Celebrate life in this family-friendly fiesta of culture, history, energy, and spirit of Spain.
<u>Flying Monsters 3D</u> Atlantic Productions Release Date: 5/30/2011 Format: 3D Length: 45 min. <i>Flying Monsters 3D</i> is a pioneering documentary about the prehistoric world of pterosaurs – flying vertebrates with wingspans up to 45 feet who lived 160 million years ago. With the help of cutting-edge 3D technology, audiences will be immersed in the lush and alien environment in which these creatures – the size of small jet airplanes – lived. The film will be produced by Anthony Geffen and narrated by veteran filmmaker David Attenborough.	<u>To the Arctic 3D</u> MacGillivray Freeman Films, Inc. Release Date: 8/31/2011 Format: 3D Length: 45 min. Dive underwater with a polar bear and its cubs and discover a world beneath the ice where corals and odd creatures such as the Greenland shark thrive. Fly above a thundering herd of caribou making their way to their calving ground – the Arctic National Wildlife Refuge – then gaze across hundreds of miles of snow-bound peaks and floating ice in the Arctic Ocean. <i>To The Arctic</i> will transport audiences to the ocean and tundra of the far north to witness the amazing richness and complexity of this environment and how humankind has begun to change it.
<u>Great White Shark 3D</u> Yes/No Productions Release Date: 7/31/2011 Format: 3D Length: 40 min. Misrepresented, maligned, and on the verge of extinction, the great white shark is an iconic predator: the creature we love to fear. <i>Great White Shark 3D</i> will explore the great white's place in our imaginations, in our fears, and in the reality of its role at the top of the oceanic food chain. The film will concentrate on three key aggregation points around the world: Mexico, South Africa, and New Zealand. Key figures in the history of shark research, people whose lives have been changed by contact with the great white, will tell us of their experiences, culminating in a direct encounter between man and shark.	<u>Tornado Alley</u> Graphic Films Corporation Release Date: 4/1/2011 Format: 3D Length: 40 min. Join Storm Chasers star Sean Casey and the researchers of VORTEX 2, the most ambitious effort ever made to understand the origins and evolution of tornadoes, on this heart-pounding science adventure. Experience the adrenaline and the science as <i>Tornado Alley</i> reveals the beauty and untamed power of breathtaking weather events.
<u>Harry Potter and the Deathly Hallows, Part I</u> Warner Bros. Release Date: 11/19/2010 Format: 2D Length: 160 min. <i>Harry Potter and the Deathly Hallows</i> , the seventh and final adventure in the Harry Potter film series, is a much anticipated motion picture event to be told in two full-length parts. Part 1 begins as Harry, Ron, and Hermione set out on their perilous mission to track down and destroy the secret to Voldemort's immortality and destruction – the Horcruxes. On their own, without the guidance of their professors or the protection of Professor Dumbledore, the three friends must now rely on one another more than ever. But there are Dark Forces in their midst that threaten to tear them apart. Meanwhile, the wizarding world has become a dangerous place for all enemies of the Dark Lord.	<u>Tron Legacy: An IMAX 3D Experience</u> Walt Disney Company Release Date: dsf Format: 3D Length: 120 min. <i>Tron: Legacy</i> is a 3D high-tech adventure set in a digital world that's unlike anything ever captured on the big screen. Sam Flynn (Garrett Hedlund), a rebellious 27-year-old, is haunted by the mysterious disappearance of his father Kevin Flynn (Oscar- and Golden Globe-winner Jeff Bridges), a man once known as the world's leading video-game developer. When Sam investigates a strange signal sent from the old Flynn's Arcade – a signal that could only come from his father – he finds himself pulled into a digital world where Kevin has been trapped for 20 years.

GSCA 2010 Films in Production (presented digitally)

<u>Antarctica 3D</u> Giant Screen Films Release Date: 7/31/2011 Format: 3D Length: 40 min. An unforgettable exploration of the endangered seventh continent – the fastest hanging place on earth – from the land, sky, and below the surface of the southern ocean. The last frontier of human discovery, the front line of the human/climate conflict.	<u>Humpback Whales 3D</u> MacGillivray Freeman Films, Inc. Release Date: 6/1/2013 Format: 3D Length: 40 min. <i>Humpback Whales 3D</i> will be an immersive, intimate portrait of these enigmatic animals. Incredibly curious, humpbacks have established a bond with man, their stewards and greatest threat. This highly tested topic is moving quickly from development to production after years of research and fundraising.
<u>Dinosaur Riders: Lost in Pangaea</u> Tandem Motion Picture Studios Release Date: 6/30/2011 Format: 3D Length: 45 min. <i>Dinosaur Riders: Lost In Pangaea</i> is a stop-motion animated adventure showing one of the greatest geological events in history: the separation of the super continent Pangaea. When two children unexpectedly travel back in time, they are thrown into a fantastic voyage where they witness incredible geologic wonders and learn the mysterious process that cracked the continents. From racing across the landscape in tiny villages perched atop dinosaurs, to burrowing down in the center of the Earth, <i>Dinosaur Riders: Lost in Pangaea</i> is the perfect educational glimpse at the tectonic forces that forged our planet.	<u>Lightning 3D</u> 3D Consortium Ltd Release Date: 6/1/2011 Format: 3D Length: 50 min. On rare occasions one gets to see the commonplace in a new and unique way. <i>Lightning 3D</i> features the first stereoscopic filming of lightning ever undertaken. Using brand new, cutting-edge photography, lightning will be seen in all its beauty, complexity, and full glory at full giant-screen resolution. Lightning may be familiar, but it is one of the least understood natural phenomena, and audiences will learn alongside the best and brightest scientists on the planet as we see what has never been seen before.
<u>Flatland: Search for the 3rd Dimension</u> RPG Productions, Inc. Release Date: 3/31/2011 Format: 3D Length: 36 min. This dramatic CGI adaptation introduces a whole new generation of viewers to Edwin Abbott's beloved mathematical adventure novel, <i>Flatland</i> , the story of a world of only two dimensions inhabited by geometric shapes who discover the existence of the 3rd dimension. Explains difficult math concepts in an engaging and creative way. In 2D and 3D. Voices of Martin Sheen, Kristen Bell, and Michael York.	<u>Magic Journey to Africa</u> Orbita Max Release Date: 7/1/2010 Format: 3D Length: 48 min. Created by journalist and filmmaker Jordi Llompart (Mystery of the Nile), <i>Magic Journey to Africa</i> , which was shot on location in Namibia and South Africa, captures the spirit and beauty of the African landscape in stunning 3D.

continued on page 14



* New listing.
Underlined titles are 3D
Updated information is printed in **bold**.
Unless noted, all films are being shot in 15/70
and will run about 40 minutes.

Megamind

DreamWorks Animation; director: Tom McGrath; producers: Lara Brey, Denise Nolan Cascino; writers: Alan J. Schoolcraft, Brent Simons; executive producers: Stuart Cornfeld, Ben Stiller. Cast: Will Ferrell, Brad Pitt, Jonah Hill, Tina Fey. 3D. 90 minutes. Release: Nov. 5.
– Film will be converted to 15/70 and IMAX digital 3D with the IMAX DMR process.

Harry Potter and the Deathly Hallows, Part I
Warner Bros Pictures; distributor: Warner Bros.; director: David Yates; producers: David Barron, David Heyman; DP: Eduardo Serra; script: Steve Kloves. Cast: Daniel Radcliffe, Emma Watson, Rupert Grint, Michael Gambon, Ralph Fiennes, Alan Rickman, Helena Bonham Carter, John Hurt. 160 minutes. Release: Nov. 19.
– Film will be converted to 15/70 and IMAX digital with the IMAX DMR process.

Flying High

Miro Productores; distributor: tba; director: Gustavo Montalvo; producer: Blanca Forzan; DPs: Eric Goethals, Salvador Angel, Damian Aguilar, Emiliano Gonzales; script: Gustavo Montalvo; executive producer: Maria Rodriguez. Cast: Leonardo Torres, Mariano Castela, Pablo di Santi. Shot in 5K and 2K digital. 3D. Release: November.

Tron Legacy: An IMAX 3D Experience

Walt Disney Productions; distributor: Walt Disney Company; director: Joseph Kosinski; producers: Sean Bailey, Steven Lisberger, Jeffrey Silver; DP: Claudio Miranda; script: Adam Horowitz, Richard Jefferies, Edward Kitsis. Cast: Michael Sheen, Olivia Wilde, Jeff Bridges, John Hurt, Bruce Boxleitner. 3D. 120 minutes. Release: Dec. 17.
– Film will be converted to 15/70 and IMAX digital 3D with the IMAX DMR process.

Around the World in 50 Years

nWave Pictures; distributors: Universal Music Group (US), Studio Canal (Europe); director: Ben Stassen; producers: Ben Stassen, Domonic Paris; script: Domonic Paris; executive producer: Eric Dillens. Cast: voices of Melanie Griffith, Stacy Keach, Tim Curry,

Oct '10	Jan '11	Jul '11
PA2	Mega HPDH1 FlyHi	Tron
	GH	Rescue
	ATW50	MNM SP
		BTBW
		Flatland FM3D
		POTC
		Tornado
		Fast Cars2 Lightn RME
		HPDH2
		AirRace DinoRid

Anthony Anderson. 3D. 85 minutes. Release: late 2010.

– Distribution details and the release date will be announced soon.

The Green Hornet: An IMAX 3D Experience

Sony Pictures Releasing; distributor: Sony Pictures Releasing; director: Michel Gondry; producer: Neal H. Moritz; DP: John Schwartzman; script: Evan Goldberg, Seth Rogen; executive producers: Evan Goldberg, Michael Grillo, Ori Marmur, Seth Rogen, George W. Trendle, Jr. Cast: Cameron Diaz, Seth Rogen, Christoph Waltz, Edward Furlong, Tom Wilkinson. 3D. 120 minutes. Release: Jan. 14, 2011.
– Film will be converted to 15/70 and IMAX digital 3D with the IMAX DMR process.

Rescue 3D (wt)

Air Lift Films; distributor: K2 Communications, Stephen Low Distribution; director: Stephen Low; producer: Pietro Serapiglia. 3D. Release: February 2011.

– August-September: Filmed combined military/Park Service high mountain rescues on Mt. Rainier; interviews at McGuire Air Force Base, NJ; Tanker Airlift Control Center, Scott Air Force Base, IL; reconstruction activity in Haiti; Canadian Navy training exercises in Barbados.
– November: Canadian Navy training in Halifax.

Mars Needs Moms: An IMAX 3D Experience*

A young boy gains a deeper appreciation for his mom after Martians come to Earth to take her away.
Walt Disney Pictures; distributor: Walt Disney Pictures; director: Simon Wells; producers: Jack Rapke, Steve Starkey, Robert Zemeckis; script: Simon Wells, Wendy Wells; DP: Robert Pressley; score: John Powell; executive producer: Steven J. Boyd. Cast: Seth Green, Joan Cusack, Elisabeth Harnois, Dan Fogler, Mindy Sterling. 3D. Release date: March 11, 2011.
– Film will be converted to IMAX digital 3D with the IMAX DMR process.

Sucker Punch: An IMAX 3D Experience*

A young girl is institutionalized by her wicked stepfather. Retreating to an alternative reality as a coping strategy, she envisions a plan that will help her escape from the facility.
Legendary Pictures; distributor: Warner Bros. Pictures; director: Zack Snyder; producers: Deborah Snyder, Zack Snyder; script: Zack Snyder, Steve Shibuya; DP: Larry Fong; score: Tyler Bates, Marius De Vries; executive producers Wesley Coller, Christopher DeFaria, Jon Jashni, Thomas Tull. Cast: Emily Browning, Abbie Cornish, Jena Malone, Vanessa Hudgens, Jamie Chung, Carla Gugino, Jon Hamm, Scott Glenn. 3D. Release date: March 25, 2011.
– Film will be converted to 15/70 and IMAX digital 3D with the IMAX DMR process.

Born to Be Wild: An IMAX 3D Experience

Imax Corporation, Warner Bros.; distributor: Imax Corporation; director: David Lickley; producer: Diane Roberts; DP: David Douglas. 3D. Release: Spring 2011.
– Principal photography is complete.
– Rough cut is complete.

Flatland: Search for the 3rd Dimension

Objects in Motion Pictures, RPG Productions; distributor: RPG Productions; directors: Jeffrey Travis, Dano Johnson; script: Seth Caplan, Dano Johnson, Jeffrey Travis, from the novel by Edwin A. Abbott; score: Kazmir Boyle; executive producers for giant-screen version: Rick Gordon, Ken Randall. Cast: voices of Martin Sheen, Kristen Bell, Michael York, Lee Eddy, Joe Estevez, Tony Hale. 3D. Release: Spring 2011.

– Converting the 2007 animated film to GS 3D.

Flying Monsters 3D*

The film focuses on pterosaurs – flying vertebrates with a wingspan of up to 45 feet who lived 160 million years ago.
Atlantic Productions; distributor: National Geographic; director, producer: Anthony Geffen; script: David Attenborough. Narrator: David Attenborough. 3D. Release: Spring 2011.

Tornado Alley (wt)

Graphic Films, Giant Screen Films; distributor: Giant Screen Films; director: Sean Casey; producers: Paul Novros, Sean Casey; script: Sean Casey, Paul Novros; DP: Sean Casey; executive producer: Don Kempf. 3D. Release: Spring 2011.
– Principal photography is complete.

Pirates of the Caribbean: On Stranger Tides*

Jack Sparrow and Barbossa embark on a quest to find the elusive fountain of youth, only to discover that Blackbeard and his daughter are after it too.
Walt Disney Pictures; distributor: Walt Disney Pictures; director: Rob Marshall; producer: Jerry Bruckheimer; DP: Dariusz Wolski; script: Ted Elliott, Terry Rossio; score: Hans Zimmer; executive producers: John DeLuca, Ted Elliott, Chad Oman, Terry Rossio, Mike Stenson, Barry H. Waldman. Cast: Johnny Depp, Ian McShane, Penelope Cruz, Geoffrey Rush, Gemma Ward. 3D. 120 minutes. Release: May 20, 2011.
– Film will be converted to 15/70 and IMAX digital 3D with the IMAX DMR process.

Fast Five: The IMAX Experience*

Former cop Brian O'Conner partners with ex-con Dom Toretto on the opposite side of the law in the fifth film in the *Fast and Furious* street racing franchise.
Original Film; distributor: Universal Pictures; director: Justin Lin; producers: Vin Diesel, Michael Fottrell, Neal H. Moritz; DP: Stephen F. Windon; script: Chris Morgan; score: Brian Tyler; executive producer: Amanda Lewis. Cast: Vin Diesel, Dwayne Johnson, Paul Walker, Jordana Brewster, Tyrese Gibson. 120 minutes. Release: June 10, 2011.
– Film will be converted to IMAX digital 3D with the IMAX DMR process.

Cars 2*

Racing star Lightning McQueen teams up with his best friend Mater for an international adventure as they go up against the world's fastest cars.
Walt Disney Productions; distributor: Walt Disney Company; directors: Brad Lewis, John Lasseter; 3D. 90 minutes. Release: June 24, 2011.
– Film will be converted to 15/70 and IMAX digital 3D with the IMAX DMR process.

Lightning 3D (wt)

3D Consortium, Kalisti Media; distributor: **BIG & Digital**; director: Jonathan Kitzen; producers: Jonathan Kitzen, Jordan Klein; script: Jonathan Kitzen, Christian Glawe; DP: Jordan Klein; executive producer: Jonathan Kitzen. 3D. Shot in 4K digital. **Release: June 2011.**

- August: Filmed natural and initiated lightning strikes in Florida.
- November: Shooting in Rwanda, in the most lightning-struck area on earth.

Rocky Mountain Express (wt)

Stephen Low Company; distributor: K2 Communications; director: Stephen Low; producers: Pietro Serapiglia, Alexander Low. **Release: June 2011.**

- August: Additional filming of the Empress steam train in the Canadian Rockies.

Harry Potter and the Deathly Hallows, Part II

Warner Bros Pictures; distributor: Warner Bros.; director: David Yates; producers: David Barron, David Heyman; DP: Eduardo Serra; script: Steve Kloves. Cast: Daniel Radcliffe, Emma Watson, Rupert Grint, Michael Gambon, Ralph Fiennes, Alan Rickman, Helena Bonham Carter, John Hurt. 3D. 160 minutes Release: July 15, 2011.

- Film will be converted to 15/70 and IMAX digital 3D with the IMAX DMR process.

Air Racers 3D: Forces of Flight (wt)

3D Entertainment Films, Pretend Entertainment, Stereoscope; distributor: 3D Entertainment Distribution; director: **Jean-Jacques Mantello**; producers: **Francois Mantello**, Christian Fry, **Jeffery Pierce**, **John Constantine**; script: Rick Dowleam; executive producers: Raul Leckie, Jeff Pierce, John Constantine. Cast: Steve Hinton, Jr., Matt Jackson, Brian and Dennis Sanders. 3D. Shot in 4K digital. Release: **Summer 2011.**

- September: Filmed at the Reno Air Races.
- November: Recreating certain segments of the race and capturing aerial footage from the cockpit.

Dinosaur Riders: Lost in Pangaea*

A stop-motion animated adventure showing one of the greatest geological events in history: the separation of the super continent Pangaea. Tandem Motion Picture Studios; distributor: Cinema Group. 3D. Release: Summer 2011.

Great White Shark 3D (wt)

Yes/No Productions; distributor: tba; directors, producers, script, score: Stephen McNicholas, Luke Cresswell; DP: D.J. Roller. 3D. Release: Summer 2011.

- July-August: Filmed in South Africa with Mike Rutzin, one of the few people who swims freely with Great Whites outside a cage.
- Principal photography is 70% complete.

The Last Reef (wt)

Yes/No Productions, Giant Screen Films, Liquid Pictures; distributor: Giant Screen Films; directors, script, score: Stephen McNicholas, Luke Cresswell; DP: D.J. Roller. 3D. Release: Summer 2011.

- Principal photography is complete.

To the Arctic 3D (wt)

MacGillivray Freeman Films; distributor: MacGillivray Freeman Films; director: Greg MacGillivray; co-directors: Adam Ravetch, Sarah Robertson; producers: Greg MacGillivray, Shaun MacGillivray; script: Mose Richards; DPs: Bob Cranston, Brad Ohlund, Howard Hall, Greg MacGillivray, Ron Goodman; executive producer: Harrison Smith. 3D. **Release: August 2011 (limited), February 2012 (major).**

- July/August: Filmed wildlife footage in Svalbard, Norway.

Patagonia Wilderness (wt) *

Explore one of the most remote and pristine locations on Earth, home to prolific and unique biodiversity. 3D Entertainment Films.; distributor: 3D Entertainment Distribution; directors/producers: Francois Mantello, Jean-Jacques Mantello. 3D. Release: Fall 2011.

- September-November: Shooting in Patagonia.

Outside In

SV2 Studios; distributor: tba; director, producer, writer: Stephen Van Vuuren; score: Ferry Corsten, Samuel Barber, Stephen van Vuuren; executive producer: Stephen Van Vuuren. Release: Nov. 11, 2011.

Happy Feet 2

Animal Logic; distributor: Warner Bros.; director, producer, writer: George Miller; Cast: Elijah Wood, Robin Williams, Brad Pitt, Matt Damon, Hank Azaria. 3D. Release: Nov. 18, 2011.

- Film will be converted to 15/70 and IMAX digital 3D with the IMAX DMR process.

Dragons: Real Myths and Unreal Creatures (wt)

Productions Thalie; distributor: Distribution Thalie; director: Marc Fafard; producer: Yves Fortin; DP: Sean MacLeod Phillips; script: Marc Fafard. 3D. **Release: December 2011.**

- Animation is continuing.

Running With Bulls

San Fermin Films, D4D/ITP; distributor: BIG & Digital; director: Aubrey Powell; DP: Brent Turnbull; producers: Christopher Cary, Jonathan Kitzen; script: Aubrey Powell; executive producers: Simon Crane, Ross Jones, David Campbell-Watson, Christopher Cary. 3D. Shot in 4K digital. **Release: February 2012.**

Time, the 4th Dimension (wt)

3D Entertainment Films.; distributor: 3D Entertainment Distribution; directors/producers: Francois Mantello, Jean-Jacques Mantello. Cast: Christopher Lloyd. 3D. Release: Spring 2012.

- November: Studio shooting in Los Angeles.

The Hobbit, Part 1

WingNut Films; distributor: Warner Bros.; director: Guillermo del Toro; DP: Guillermo Navarro; script: Philippa Boyens, Peter Jackson, Guillermo del Toro, Fran Walsh; executive producers: Callum Greene, Peter Jackson, Fran Walsh. Cast: tba. Release: December 2012.

- Film will be converted to 15/70 and IMAX digital 3D with the IMAX DMR process.

Humpback Whales (wt)

MacGillivray Freeman Films; distributor: MacGillivray Freeman Films; director: Greg MacGillivray; producers: Greg MacGillivray, Shaun MacGillivray; DP: Brad Ohlund. 3D. **Release: June 2013.**

- Shooting will begin in October in the South Pacific.

Jerusalem 3D (wt)

Arcane Pictures/Cosmic Picture; distributor: tba; producers: Taran Davies, George Duffield, Daniel Ferguson, Dominic Cunningham-Reid; script: Daniel Ferguson; Aerial DP: Ron Goodman; executive producer: Jake Eberts. 3D. Release: 2013.

- September: scouting.
- Ground filming set for 2011 and 2012.

Neuropolis (wt)

National Film Board of Canada; distributor: SK Films; director: Munro Ferguson; producer: Marcy Page; DP: Luka Sanader; script: Munro Ferguson; executive producer: David Verrall. 3D. 43 minutes. **Release: 2013.**

- Time-lapse sequence has been shot in New York City.
- Animation and volumetric data rendering are continuing.

One World Ocean 3D (wt)

MacGillivray Freeman Films; distributor: MacGillivray Freeman Films; director: Greg MacGillivray and many others; producers: Greg MacGillivray, Shaun MacGillivray; DPs: Brad Ohlund, Howard Hall, Bob Cranston, D.J. Roller, Bob Talbot, Paul Atkins, Jack Tankard, Ron Goodman, Peter Kragh and others. 3D. Release: February 2015.

- Production will begin in January in the South Pacific.

Continued from page 11

<u>Neuropolis</u>	<p>National Film Board of Canada Release Date: 2013 Format: 3D Length: 43 min.</p> <p>Bustling, dynamic, and mysterious: your brain is a community of a 100 billion neurons. A city inside your head. Like people, each neuron is a unique individual. Like a city, your brain changes all the time. It builds itself and is never finished. Do you know what your brain is up to? There's more going on in there than you realize. Using revolutionary new imaging techniques, and fun animation, Neuropolis will take audiences of all ages on a journey of discovery through the fascinating world of the human brain. It's the most amazing place you will ever visit.</p>	<u>Rescue 3D</u>	<p>Stephen Low Company Release Date: 2/1/2011 Format: 3D Length: 45 min.</p> <p><i>Rescue</i> will immerse audiences in an exciting human drama as we witness civilian rescues and humanitarian aid being delivered with precision and sacrifice. An integral element of the film is the science behind natural disasters and the skills and technology required to predict and effectively respond to them.</p>
<u>One World Ocean 3D</u>	<p>MacGillivray Freeman Films, Inc. Release Date: 2/1/2015 Format: 3D Length: 40 min.</p> <p><i>One World Ocean 3D</i> connects us and our planet from pole to pole, from Africa to Asia to the tiny islands of the South Pacific. Traveling to every ocean, audiences will dive into each unique ecosystem. The more we discover about the ocean, the better we realize its powerful impact on and importance to all our lives. With a multi-platform release and social media programs, One World Ocean 3D will be the largest ocean media event ever – connecting and inspiring millions, perhaps billions, in an unprecedented media campaign to save our ocean.</p>	<u>Sound 3D: Just Listen</u>	<p>Foxfire Interactive Corporation Release Date: 2013 Format: 3D Length: 40 min.</p> <p>What exactly is sound? How do our ears work? How do whales communicate over thousands of miles? How do bats locate their prey? Where is the quietest place on earth? What is the loudest sound ever produced? Discover the world as you've never heard it before.</p>
		<u>Waking the T-Rex: The Story of Sue 3D</u>	<p>Giant Screen Films Release Date: 2/1/2010 Format: 3D Length: 23 min.</p> <p>In May 2000, the world was introduced to Sue, the most complete T. rex specimen ever discovered. Her skeleton has fascinated millions. Now this famous tyrannosaur, the most renowned predator of the dinosaurs, will awaken. This is the story of Sue.</p>

GSCA 2010 Films in Development

<u>Cosmic Vision</u>	<p>Reuben H. Fleet Science Center Release Date: 5/1/2013 Format: 2D Length: 45 min.</p> <p>Recent discoveries reveal that the universe is far stranger than we could imagine. Despite thousands of years of study and speculation, we know what makes up only 5% of the universe. What is the other 95%? Is our universe really what we think it is? <i>Cosmic Vision</i> is a look at our latest understanding of the universe, from the moment when time began to the discovery of new kinds of matter and energy that challenge our current laws of physics. Using high-resolution, data-driven imagery, <i>Cosmic Vision</i> takes us on an extraordinary visual journey through our strange and remarkable universe.</p>	<u>Kenya: The Big Five</u>	<p>3D Entertainment Ltd. Release Date: 7/31/2012 Format: 3D Length: 40 min.</p> <p>3D Entertainment Distribution takes audiences to the very heart of wild Africa, Mount Kenya, a land named "God's resting place" by the Kikuyu, Embu, and Kamba tribes. Meet the most famous wild animals, known in Kenya as the Big Five: the carnivorous felines, the lion and leopard; the largest herbivores, the African elephant and black rhinoceros; and the little-known Cape Buffalo, the most dangerous of the five. Share privileged moments with these stunning and powerful animals as never before seen on the giant screen!</p>
<u>Dive!</u>	<p>Day's End Pictures, Inc. Release Date: 2013 Format: 3D Length: 40 min.</p> <p><i>Dive!</i> is the story of one man's journey, and of the astonishing creatures he is committed to protecting. What begins as a desire to photograph some of the most spectacular marine wildlife becomes a quest to give those creatures a voice in their survival. Thus begins a voyage to the farthest corners of the planet, to a world of underwater riches so small, only the giant screen can reveal its secrets. <i>Dive!</i> is a trip to a watery lost world of dazzling biological wonders, a compelling film of discovery, fascinating scientific insight, and an inspirational message of hope for the future.</p>	<u>Leonardo da Vinci</u>	<p>Camera Lucida Productions Release Date: 2012 Format: 3D Length: 40 min.</p> <p>An extraordinary immersion in the incredible world of the most creative spirit in the human history: engineer, scientist, and artist. A discovery on the giant screen, in 3D, of the sketches of his inventions up to his paintings, considered for five centuries as the masterpieces of art history.</p>
<u>Duel 'Till Dawn</u>	<p>Release Date: 7/1/2013 Format: 3D Length: 45 min.</p> <p><i>Duel 'Till Dawn: Battle for the Star Spangled Banner</i> transports us back to the Baltimore harbor and an autumn evening in 1814 where a battle waged that changed a nation and shaped the world to come. The dramatic story of the battle for Fort McHenry, the penning of the "Star Spangled Banner," the rockets red glare and the bombs bursting in air, recreated for the giant IMAX screen. It's a chance to relive a rare moment in history when, by the dawn's early light, a victor was revealed – and a young nation became defined in a song.</p>	<u>Mysteries of the Northern Lights</u>	<p>Captor Productions Inc. Release Date: 2012 Format: 2D Length: 44 min.</p> <p><i>Mysteries of the Northern Lights</i> is an immersive experience that brings the beauty of one of the seven natural wonders of the world to the giant screen. Share new discoveries about this fantastic phenomenon, including the dangers and opportunities it presents.</p>
<u>Flight of the Butterflies</u>	<p>Principal Large Format Release Date: 2011 Format: 3D Length: 44 min.</p> <p>Every winter, the remote and mountainous volcanic forests of Mexico are home to one of nature's greatest gatherings – hundreds of millions of migrating monarch butterflies weathering the winter. For centuries this miracle was hidden from all but a few. When it was revealed to the world, it was hailed as one of the greatest discoveries in nature. It also unveiled the longest insect migration on Earth. We follow the captivating story of Dana (Danaus Plexipus) and her descendants as they make the perilous return journey from Mexico to Canada. How do these tiny and iconic creatures travel so far and know where to go each year? This epic natural history saga is interwoven with the fascinating detective story and a determined scientist's almost 40-year search to find their magical overwintering sites.</p>	<u>Patagonia Wilderness</u>	<p>3D Entertainment Ltd. Release Date: 9/1/2011 Format: 3D Length: 40 min.</p> <p>3D Entertainment Distribution takes audiences into the wilds of the southern-most region of South America: Patagonia! Explore one of the most remote and pristine locations on Earth, home to prolific and unique biodiversity: penguins, guanacos, orcas, right whales, dolphins, sea lions, elephant seals and the Andean condor.</p>
		<u>Sea Turtles 3D</u>	<p>3D Entertainment Ltd. Release Date: 3/31/2013 Format: 3D Length: 40 min.</p> <p><i>Sea Turtles 3D</i> will take audiences across tropical oceans to discover one of Earth's most beloved and ancient creatures. From hatching through maturity, follow the life cycle of these endangered air-breathing marine reptiles and experience the aquatic world through their eyes in vibrant 3D.</p>
		<u>Secrets of the 7 Wonders</u>	<p>Release Date: 9/1/2011 Format: 3D Length: 40 min.</p> <p>It is 180 B.C. Let us follow the young Antipater of Sidon as he strives to reach and reveal amazing secrets of the seven wonders of the ancient world. Between wonder and danger, the odyssey crosses Africa, the Middle East, and Europe in search of monuments that have changed the faces of many civilizations. A lost heritage comes to life with a mix of real archeological discoveries and CGI based on sound scientific evidence. Presented in most beautiful landscapes of Africa, Asia, and Europe, the strong fictional adventure and spectacular HD reconstructions of the Seven Wonders offer an unforgettable journey in 3D, and an unprecedented, impressive, and enriching experience for all.</p>
<u>Freefall</u>	<p>Foxfire Interactive Corporation Release Date: 2013 Format: 3D Length: 40 min.</p> <p><i>Freefall</i> explores the wonders and mysteries of gravity at its extremes – from the microgravity we call weightlessness to the colossally powerful gravity of a black hole. We're led on this extraordinary journey by an astronaut and a dozen young people selected for an annual education program called World Space Week.</p>	<u>Time: The 4th Dimension</u>	<p>3D Entertainment Ltd. Release Date: 3/31/2012 Format: 3D Length: 40 min.</p> <p>3D Entertainment Distribution takes audiences on a wild ride with <i>Time, the 4th Dimension</i>. Join Professor Minkowsky and his assistant, Igor, as they explore the various dimensions that make up our world, while focusing on the extraordinary and ill-understood fourth dimension: spacetime. Learn all about this fascinating phenomenon through breathtaking CGI and stunning time-lapse and micro-photography in 3D.</p>
<u>Hidden Worlds 3D</u>	<p>National Geographic Cinema Ventures Release Date: 2012 Format: 3D Length: 40 min.</p> <p>Through the grandeur and immense scale of the giant screen, <i>Hidden Worlds 3D</i> reveals a universe unseen by the naked eye. From phenomena deeply veiled to those too fast, too slow, or too small for our eyes to see. <i>Hidden Worlds 3D</i> will break barriers of time and scale, making the invisible visible.</p>	<u>Volcano</u>	<p>Giant Screen Films Release Date: 2012 Format: 3D Length: 40 min.</p> <p>From Pompeii to Krakatoa to Mount Saint Helens, experience the earthshaking power of volcanoes. Brace yourself for the mighty caldera, a volcano quietly simmering in North America that will one day explode more powerfully than all the other volcanoes in human history combined.</p>
<u>The Ice Age</u>	<p>Giant Screen Films Release Date: 7/31/2011 Format: 3D Length: 40 min.</p> <p><i>The Ice Age</i> transports viewers to the ancient icy landscapes of North America, Europe, and Asia, investigating the causes and results of the ice era as we attempt to understand the Earth's past and better prepare for its future.</p>	<u>Where Gardens Grow</u>	<p>Spring Garden Pictures Release Date: 3/1/2012 Format: 3D Length: 40 min.</p> <p><i>Where Gardens Grow</i> explores the blooming of community gardens across the United States through the changing seasons. Incredible time-lapse images capture the life cycles and interdependence of plants, insects, earth, and people. This hopeful film integrates NSTA Science Standards and inspires children of all ages to nurture the nature around them.</p>

(from **SHORTS** on page 24)

September. A few weeks later, the first shooting expedition for *Patagonia Wilderness 3D* began in South America, and studio filming for *Time, the 4th Dimension* will begin in Los Angeles in November. Emmy-winning actor **Christopher Lloyd** will play an eccentric professor who explores the “misunderstood fourth dimension: space-time.”

3D Entertainment’s most recent project, *Sea Rex: Journey to a Prehistoric World*, had its industry premiere at the GSCA conference in Chattanooga in September (see article on page 1).

CDC 15/70 theater to open in Okla.

In January 2011, the **Chickasaw Cultural Center** in Sulphur, OK, will debut a **Cinema Development Company 15/70** rolling-loop projection system in its 350-seat **Anoli’ Theater**. The center opened in July 2010 with a mission of celebrating the culture and history of the Chickasaw tribe. It features interactive exhibits and hands-on classes on the largest tribal cultural center in the U.S.

The theater’s screen is 44x62.5 feet (13.5x19 meters). In addition to the 15/70 system, Hayward, CA-based CDC installed a 35/70mm **Kinoton** projector and a digital projector, all sharing common sound and show control systems. CDC 15/70 projectors are operating in Greece, India, Japan, and the U.S.

Warner gives Smithsonian \$5M

Warner Bros. Entertainment is donating \$5 million to the **Smithsonian’s National Museum of American History** in Washington, DC, to upgrade an existing 270-seat auditorium with digital 3D projection. The 46-year-old Carmichael Auditorium will be renamed the Warner Bros. Theater when it reopens next year. The theater will have 35mm film capability, to facilitate its mission to “present the history of American film,” and will be used for lectures, symposia, concerts, and other programs and events.

Cathedral City adding digital

The **Desert IMAX Theatre** in Cathedral City, CA, is planning to add a conventional digital projection system to its

11-year-old SR-equipped booth. The city council voted in September to spend up to \$500,000 for a dual 4K-projector system that will include customized lenses and a satellite dish to receive live presentations. **Richard James’ Cinema Group** is the primary contractor on the installation, which is expected to be completed in February 2011.

The 280-seat IMAX theater was built by private developers in the late 1990s, but when they defaulted on their loans, the city acquired the theater. Operations are now managed on behalf of the city by **North American Cinemas**.

Kolkata IMAX closed

The IMAX theater in Kolkata (formerly Calcutta), India, closed on Oct. 13 after less than two years of operation. According to an article in Kolkata’s *The Telegraph*, the theater’s owner, **Aeren RJ Group**, and the management of the Mani Square Mall in which it is located, had been discussing its poor performance, but the talks broke down. The *Telegraph* quoted Aeren’s **Rajesh J. Aeren** as saying, “The mall management never kept its promise of handholding even after we invested nearly [US\$6.8 million] in the project.” Mani Group’s **Sanjay Jhunjunwala** characterized the closing of the theater, shortly before a Hindu holiday, as “arm twisting tactics.”

Bournemouth IMAX deal made

The long, strange journey of the defunct and controversial IMAX theater in Bournemouth, UK, appears to have crossed a major milestone with the acquisition of the entire building by the city’s council, following months of legal wrangling. In early October, the council negotiated a deal with the receiver appointed to administer the 150-year lease held by **Sheridan Group**, the original developer of the project, after Sheridan defaulted on the property. This clears the way for the partial or possibly total demolition of the building that was once voted the second-ugliest building in Britain.

The theater opened in 2002, years behind schedule, and after struggling financially for a few years, it was closed in 2005. Except for three restaurants, the building has remained empty since then.

Worldwide LF Theater Inventory						
As of October 1, 2010						
C = Commercial Standalone			CT = Theme Park			
CM = Multiplex			I = Institutional			
By Format and Operator Type						
		C	CM	CT	I	Total
Africa	8/70				1	1
	15/70				1	1
	Total				2	2
Asia/Pac	D	2	23			25
	8/70	3		3	20	26
	10/70			1	16	17
	15/70	11	7	2	28	48
	Total	16	30	6	64	116
Europe	D		19			19
	8/70	3	5	4	9	21
	15/70	8	18	5	12	43
	Total	11	42	9	21	83
Middle East	D		1			1
	8/70		1			1
	10/70				1	1
	15/70	1	4		2	7
	Total	1	6		3	10
North America	D	1	156		3	160
	8/70	6	3	1	24	34
	15/70	24	49	3	90	166
	Total	31	208	4	117	360
South America	D	1	1			2
	8/70				1	1
	15/70	1	3		1	5
	Total	2	4		2	8
World	D	4	200		3	207
	8/70	12	9	8	55	84
	10/70			1	17	18
	15/70	45	81	10	134	270
	Total	61	290	19	209	579
By 2D / 3D						
	2D	3D	Total			
Africa	1	1	2			
Asia/Pac	64	52	116			
Europe	30	53	83			
ME	2	8	10			
NA	97	263	360			
SA	2	6	8			
Total	196	383	579			
By Screen						
	Dome	Flat	Conv.	Total		
Africa	1	1		2		
Asia/Pac	49	67		116		
Europe	13	67	3	83		
ME	2	8		10		
NA	51	307	2	360		
SA	2	6		8		
Total	118	456	5	579		

Bookings: October 2010 by Film

595 bookings of 86 films in 416 theaters

Listings shown in **bold face** below are new or updated listings. The rest are unchanged from the previous month's issue.

The data on the following pages are *not* warranted to be comprehensive or accurate in every detail, despite our best

efforts to make them so. They have been compiled from theater surveys, distributors, the Web, and other sources.

We will make every effort to improve the thoroughness, and accuracy of these data. If your theater or film is not shown here, please get in touch with us to update our listings.

Where a date is not shown, it means that no date was provided by the source or, in the case of a closing date, that no date has been set, or that the run is indefinite.

The key to film abbreviations is on page 21.

Film	Theater	Open	Close	Film	Theater	Open	Close	Film	Theater	Open	Close
AfricAdv	Fort Lauderdale	1/18/08	12/30/10		Paris Geo	6/10/09	12/10	JIAC	Chattanooga	10/6/10	
	Krakow CC	2/09	2/11		Parker	2/6/10	12/31/10		Yellowstone	7/28/10	11/10
	Nuremberg	1/1/10	6/14/11		Penrith	7/17/10	12/31/10	JTM	Birmingham UK	9/24/10	
	San Antonio 3D	2/24/10	3/10/11		San Antonio 3D	8/13/09	12/10		Bradford	9/2/09	3/11
AIWC	Chattanooga	10/6/10			Sioux Falls	5/1/10	12/10		Chicago Imx	8/20/10	
	Mobile	6/9/10	10/10	DinoAliv	Chicago Imx	9/16/10			Chicago MSI	8/20/10	11/19/10
Alamo	San Antonio 2D				Duluth	11/26/09	10/30/10		Edmonton TWS	3/19/10	3/11
Alaska	Portland OMSI	10/1/10			Erie	7/10	7/11		Paris Geo	10/14/09	10/13/10
AlienAdv	Al Khobar	7/5/10	7/4/11		Kansas City Sci	6/1/10	12/31/10		Saint Louis SC	10/8/10	3/31/11
Alps	Memphis Pink	11/25/09	11/10		Karlshamn	6/09	11/10	L&C	Charleston WV	10/6/07	12/10
Amazon	Valencia Spn	10/1/10	6/30/11		Leon Exp	6/1/10	11/30/10		Fort Worth	4/26/10	12/31/10
Animalop	Atlanta FMNH	10/1/10	6/1/11		Melbourne MV	1/1/10	10/30/10		Memphis Pink	3/10/10	11/12/10
	Birmingham AL	5/28/10	11/18/10		Regina	10/22/10	3/31/11		Raleigh	8/27/10	12/10
	Calgary TWS	10/31/09	10/10		Roanoke	7/10	2/11	LivingSe	Norwalk	10/1/10	10/28/10
	Detroit SC	3/18/09	3/11		Saint Augustine	9/10	3/11	LOF	Austin	9/10/10	5/10/11
	Fort Worth	11/23/09	11/20/10		Tampa Cha I	3/25/10	3/11		Chantilly	6/11/10	6/9/11
	Guayaquil	1/1/10	1/1/11		Tijuana	10/15/10	4/15/11		Charlotte DP	7/7/10	12/24/10
	Little Rock AEC	2/3/10	1/1/11	Dolphins	Victoria DCI	6/4/10	9/1/11		Chicago MSI	6/18/10	11/4/10
	Lucerne	6/1/09	6/11		Des Moines	1/6/10	10/10		Cincinnati MC	7/14/10	11/4/10
	Pittsburgh CSC	1/1/10	1/1/11		Detroit SC	4/8/10	10/7/10		Copenhagen	10/15/10	8/15/11
	Raleigh	4/7/10	4/9/11		Hague	1/10/10	10/9/10		Davenport	6/23/10	11/19/10
	San Diego RHF	12/13/08	12/12/10		Lucknow	5/15/10	11/11		Dayton	6/12/10	3/12/11
	Spokane RP	6/11/10	6/11	DS3D	Columbus GA	9/15/10			Dearborn	10/1/10	10/1/11
	Tijuana	7/1/10	7/11	Everest	Norwalk	10/22/10	3/3/11		Garden City	6/18/10	6/18/11
	Valencia Spn	12/19/09	12/19/10		Oklahoma City SMO	3/1/10	2/11		Garza Garcia	7/15/10	2/15/11
AOTD	Hutchinson	9/20/10	12/10	Extreme	Oklahoma City SMO	8/25/10	8/11		Hampton AMC	10/8/10	10/8/12
Arabia3D	Ankara AFM	8/11/10	2/10/11		Regina I	7/25/10	1/1/11		Hampton VASC	10/15/10	
	Atlanta FMNH	3/17/10	3/11		Shreveport	7/10	4/11		Hutchinson	6/30/10	11/18/10
	Austin	2/12/10	2/11		Syracuse	10/10	7/11		Jersey City	6/18/10	2/11/11
	Boston MOS	2/24/10	2/11	FightPil	Chantilly	12/10/04	5/11		London SM	7/14/10	7/12/11
	Des Moines	4/29/10	4/11		Charleston WV	7/1/10	11/10		Lucerne	9/16/10	4/16/11
	Fort Lauderdale	2/12/10	2/11		Columbus GA	6/4/10	1/4/11		McMinnville	7/7/10	6/18/11
	Gatineau	10/1/10			Corpus Christi	2/3/05	5/11		Mexico City Pap	9/18/10	6/18/11
	Istanbul AFM	8/11/10	2/10/11		Dayton	12/3/04	5/11		Saint Louis SC	9/17/10	2/17/11
	Kuwait SCK	5/25/10	5/11		Oklahoma City SMO	12/15/09	5/11		Salt Lake City CP	10/29/10	4/29/11
	Louisville SC	6/12/10	6/11/11		Pensacola	4/11/07	5/11		Seattle PSC 2	6/18/10	12/10
	Mexico City Pap	5/15/10	11/15/10	FMTTM	Glasgow	6/6/09	5/31/11		Tampa MOSI	7/2/10	12/10
	Raleigh	2/17/10	2/11		Melbourne MV	9/12/08			Tijuana	10/23/10	5/23/11
	Saint Paul SMM	3/17/10	3/11		Speyer Imax	12/18/08			Toronto OSC	9/24/10	9/23/11
	San Jose Tech	2/12/10	2/11		Stockholm	4/6/09		LOLL	Washington NASM	6/11/10	6/8/11
	Tampa MOSI	10/27/10	10/11	FSOS	Shari			LOTG	Loch Lomond	7/24/02	
ATSOT	Davenport	10/10	2/11	GC	Grand Canyon DCI	11/1/99	12/10		Albany NY Reg	9/24/10	11/10
AvatarSE	Austin	10/1/10		GCA	Baltimore MSC	7/30/10	7/11		Alexandria AMC	9/24/10	11/10
	Council Bluffs AMC	10/6/10			Eilat Epic	4/30/10	4/11		Alhambra Reg	9/24/10	11/10
	Indianapolis Imx	10/1/10			Hastings	5/31/10	2/8/11		Aliso Viejo Reg	9/24/10	11/10
	Myrtle Beach DCI	10/6/10		Greece	Guayaquil	3/1/10	2/11		Altamonte AMC	9/24/10	11/10
	San Antonio 3D	10/6/10			Shreveport	4/21/10	4/16/11		Amsterdam PN	10/1/10	11/10
Bears	Harrisburg	10/2/10		HaunCast	Berlin CS	4/5/01			Anchorage Reg	9/24/10	11/10
Beavers	Pittsburgh CSC	7/22/09	12/30/10		Madrid	6/12/02			Arcadia AMC	9/24/10	11/10
	Singapore SC	5/1/10	10/31/10		Moscow Nes	1/1/04			Arlington TX AMC	9/24/10	11/10
Bugs	Calgary TWS	9/12/10	7/11		San Antonio 3D	9/1/10	10/31/10		Atlantic City	9/24/10	11/10
	Milwaukee	9/14/10	6/11/11	HCBTD	San Simeon DCI	8/17/96			Auburn Hills AMC	9/24/10	11/10
	Omaha Zoo	5/1/10	10/31/10	HeartSon	Dollywood	3/31/10	12/31/10		Augusta Reg	9/24/10	11/10
	Portland OMSI	7/3/09	11/30/10	HOTB	Hastings	1/25/10	10/10		Aventura AMC	9/24/10	11/10
CDS	Atlanta FMNH	7/2/10	12/17/10		Monterey CA	9/1/10			Baltimore AMC	9/24/10	11/10
CRA	Athens Eug	3/10/10	3/11		New Orleans	8/29/06			Bangkok Par Maj	10/1/10	11/10
	Guayaquil	3/1/10	2/11		Poitiers Imax	2/1/10	1/11		Bangkok Rat Maj	10/1/10	11/10
	Kolkata SC	5/15/10	11/10	Hubble3D	Calgary Cpx	9/24/10			Batavia GQT	9/24/10	11/10
	Monterey CA	9/1/10			Grand Blanc NCG	9/17/10			Bellevue LSC	9/24/10	11/10
	Shakopee	5/10	11/10		Hampton VASC	9/25/10			Bensalem AMC	9/24/10	11/10
D&W3D	Barcelona	12/16/09	12/31/10		Las Vegas Bre	10/8/10			Bogota PA	10/1/10	11/10
	Berlin CS	3/13/08	12/10		Norwalk	3/19/10	10/28/10		Boston AMC	9/24/10	11/10
	Bristol	10/23/09	12/31/10		San Diego RHF	3/19/10	11/10		Brandon AMC	9/24/10	11/10
	Columbus COSI	3/17/10	12/31/10	HumanBod	Philadelphia	10/14/09	10/10		Brooklyn SB Reg	9/24/10	11/10
	Copenhagen	4/3/09	12/10	Inceptio	Winnipeg	9/24/10			Buenos Aires NA	10/8/10	11/10
	Madrid	12/16/09	12/31/10	India	Edmonton TWS	10/9/09	10/9/10		Buford Reg	9/24/10	11/10
	Melbourne MV	9/16/10		IOTS	Norwalk	10/22/10	3/3/11		Burbank AMC	9/24/10	11/10
	Nagoya OT	4/1/10	12/10	IronMan2	Des Moines	9/7/10			Camarillo Reg	9/24/10	11/10
	Nuremberg	3/13/08	12/10	JGWC	Parker	5/31/10	10/31/10		Cardiff Ode	10/21/10	11/10

Film	Theater	Open	Close	Film	Theater	Open	Close	Film	Theater	Open	Close
	Cary Reg	9/24/10	11/10		Las Vegas RR Reg	9/24/10	11/10		Saint Petersburg Muv	9/24/10	11/10
	Cebu SM	9/24/10	11/10		Las Vegas SA Reg	9/24/10	11/10		Saint Petersburg NA	10/1/10	11/10
	Charleston SC SEC	9/24/10	11/10		Lincolnshire Reg	9/24/10	11/10		San Antonio San	9/24/10	11/10
	Charlotte Reg	9/24/10	11/10		Little Rock DT	9/24/10	11/10		San Diego MV AMC	9/24/10	
	Cherry Hill AMC	9/24/10	11/10		Liverpool Ode	10/21/10	11/10		San Diego PP AMC	9/24/10	11/10
	Chicago Imx	9/24/10	11/10		Livonia AMC	9/24/10	11/10		San Diego Reg	9/24/10	11/10
	Col Springs Cmk	9/24/10	11/10		Lombard AMC	9/24/10	11/10		San Francisco AMC	9/24/10	11/10
	Columbia AMC	9/24/10	11/10		London BFI	10/21/10	11/10		San Jose AMC	9/24/10	11/10
	Columbus ETC AMC	9/24/10	11/10		Long Beach Reg	9/24/10	11/10		San Jose Rep	10/1/10	11/10
	Columbus LTC AMC	9/24/10	11/10		Los Angeles CC AMC	9/24/10	11/10		Sandy LHM	9/24/10	11/10
	Concord AMC	9/24/10	11/10		Los Angeles RMP	9/24/10	11/10		Santa Clara AMC	9/24/10	11/10
	Covina AMC	9/24/10	11/10		Los Angeles UC AMC	9/24/10	11/10		Sao Paulo	10/8/10	11/10
	Cupertino AMC	9/24/10	11/10		Lynnwood AMC	9/24/10	11/10		Schaumburg AMC	9/24/10	11/10
	Curitiba	10/1/10	11/10		Lyon PN	10/27/10	11/10		Seattle PSC 2	9/24/10	11/10
	Dallas Cmk	9/24/10	11/10		Manchester Ode	10/21/10	11/10		Seattle TP Reg	9/24/10	11/10
	Danvers AMC	9/24/10	11/10		Manchester RMP	9/24/10	11/10		Shobu 109	10/1/10	11/10
	Dearborn	9/24/10	11/10		Manila MOA SM	9/24/10	11/10		Simi Valley Reg	9/24/10	11/10
	Deer Park Reg	9/24/10	11/10		Manila NE SM	9/24/10	11/10		Simpsonville GE	9/24/10	11/10
	Denver CC Reg	9/24/10	11/10		McLean AMC	9/24/10	11/10		Skokie AMC	9/24/10	11/10
	Doha VSM	10/1/10	11/10		Melbourne HCL	9/30/10	11/10		South Barrington AMC	9/24/10	11/10
	Dublin Reg	9/24/10	11/10		Mesa DT	9/24/10	11/10		South Gate Reg	9/24/10	11/10
	Eden Prairie AMC	9/24/10	11/10		Mesquite AMC	9/24/10	11/10		South Jordan LHM	9/24/10	11/10
	Edina AMC	9/24/10	11/10		Methuen AMC	9/24/10	11/10		South Miami AMC	9/24/10	11/10
	Edmonton Cpx	9/24/10	11/10		Mexico City Per Cpl	10/1/10	11/10		Southampton Ode	10/21/10	11/10
	Eindhoven PN	9/27/10	11/10		Mexico City Uni Cpl	10/1/10	11/10		Spokane AMC	9/24/10	11/10
	El Dorado Hills Reg	9/24/10	11/10		Midlothian Reg	9/24/10	11/10		Springdale NA	9/24/10	11/10
	Elizabeth AMC	9/24/10	11/10		Mississauga Cpx	9/24/10	11/10		Sterling Hts AMC	9/24/10	11/10
	Emeryville AMC	9/24/10	11/10		Monterrey Cpl	10/1/10	11/10		Stockton Reg	9/24/10	11/10
	Escondido Reg	9/24/10	11/10		Montreal Cpx	9/24/10	11/10		Stony Brook AMC	9/24/10	11/10
	Evansville Sho	9/24/10	11/10		Morrow AMC	9/24/10	11/10		Sugar Land AMC	9/24/10	11/10
	Fairbanks Reg	9/24/10	11/10		Moscow KS NA	10/1/10	11/10		Sunrise Reg	9/24/10	11/10
	Fairfield Reg	9/24/10	11/10		Moscow Nes	10/1/10	11/10		Sydney HCL	9/30/10	11/10
	Fitchburg AMC	9/24/10	11/10		Mumbai	10/29/10	11/10		Taipei Mir	10/1/10	11/10
	Fort Lauderdale	9/24/10	11/10		Nagoya 109	10/1/10	11/10		Taipei Vee	10/1/10	11/10
	Fort Myers Reg	9/24/10	11/10		Natick JF	9/24/10	11/10		Tallahassee AMC	9/24/10	11/10
	Fresno Reg	9/24/10			National City AMC	9/24/10	11/10		Tampa AMC	9/24/10	11/10
	Frisco AMC	9/24/10	11/10		New Brunswick AMC	9/24/10	11/10		Temecula Reg	9/24/10	11/10
	Garland AMC	9/24/10	11/10		New Rochelle Reg	9/24/10	11/10		Tempe Har	9/24/10	11/10
	Gateshead Ode	10/21/10	11/10		New York 34 AMC	9/24/10	11/10		Tigard Reg	9/24/10	11/10
	Glendale AMC	9/24/10	11/10		New York Emp AMC	9/24/10	11/10		Toluca Cpl	10/1/10	11/10
	Gloucester Cpx	9/24/10	11/10		New York KB AMC	9/24/10	11/10		Tomball San	9/24/10	11/10
	Grand Blanc NCG	9/24/10	11/10		New York LS AMC	9/24/10	11/10		Toronto Cpx	9/24/10	11/10
	Grand Rapids Cel	9/24/10	11/10		Newport AMC	9/24/10	11/10		Torrance AMC	9/24/10	11/10
	Graz CX	10/1/10	11/10		Noblesville GQT	9/24/10	11/10		Tucson AMC	9/24/10	
	Greenwich Ode	10/21/10	11/10		Odessa KT	10/1/10	11/10		Tukwila AMC	9/24/10	11/10
	Guadalajara Cpl	10/1/10	11/10		Oklahoma City AMC	9/24/10	11/10		Tulsa Cmk	9/24/10	11/10
	Guatemala City Alb	10/1/10	11/10		Olathe AMC	9/24/10	11/10		Ufa Zao	10/1/10	11/10
	Halifax	9/24/10	11/10		Oldsmar AMC	9/24/10	11/10		Vienna CX	10/1/10	11/10
	Hamilton AMC	9/24/10	11/10		Omaha AMC	9/24/10	11/10		Virginia Beach AMC	9/24/10	11/10
	Hampton AMC	9/24/10	11/10		Ontario Reg	9/24/10	11/10		Wauwatosa AMC	9/24/10	11/10
	Hampton VASC	10/8/10	10/31/10		Orange AMC	9/24/10	11/10		West Nyack Imx	9/24/10	11/10
	Harahan AMC	9/24/10	11/10		Orange Park AMC	9/24/10	11/10		West Palm Beach Muv	9/24/10	11/10
	Henderson Reg	9/24/10	11/10		Orlando AMC	9/24/10	11/10		Westlake Reg	9/24/10	11/10
	Highlands Ranch AMC	9/24/10	11/10		Orlando P Reg	9/24/10	11/10		Westminster Orc AMC	9/24/10	11/10
	Hodgkins AMC	9/24/10	11/10		Orlando WL Reg	9/24/10	11/10		Westminster Pro AMC	9/24/10	11/10
	Homestead AMC	9/24/10	11/10		Osaka 109	10/1/10	11/10		White Plains NA	9/24/10	11/10
	Hong Kong IS UA	10/1/10	11/10		Paramus AMC	9/24/10	11/10		Williamsville Reg	9/24/10	11/10
	Hong Kong MB UA	10/1/10	11/10		Paris DV PN	10/27/10	11/10		Wimbledon Ode	10/21/10	11/10
	Honolulu Reg	9/24/10	11/10		Paris Ivry PN	10/27/10	11/10		Woodbridge AMC	9/24/10	11/10
	Hooksett Zya	9/24/10	11/10		Perm	10/1/10	11/10		Woodbridge Cpx	9/24/10	11/10
	Houston GP AMC	9/24/10	11/10		Perth HCL	9/30/10	11/10		Woodland Hills AMC	9/24/10	11/10
	Houston Reg	9/24/10	11/10		Phoenix DR AMC	9/24/10	11/10		Ypsilanti RMP	9/24/10	11/10
	Independence AMC	9/24/10	11/10		Phoenix DV AMC	9/24/10	11/10	LW	Corsicana	1/15/10	12/18/10
	Indianapolis AMC	9/24/10	11/10		Plainville AMC	9/24/10	11/10		Hibbing	12/4/09	12/4/10
	Irvine Reg	9/24/10	11/10		Port Chester AMC	9/24/10	11/10	MagDes	Columbus GA	9/15/10	
	Jacksonville AMC	9/24/10	11/10		Portage GQT	9/24/10	11/10	MOE	Cairo EMA	3/1/10	2/28/11
	Juarez Cpl	10/1/10	11/10		Providence NA	9/24/10	11/10		Dongguan STM	12/28/09	12/10
	Kansas City AMC	9/24/10	11/10		Quebec	9/24/10	11/10	MOF	Chandigarh	5/1/10	4/11
	Kaohsiung Vie	10/1/10	11/10		Raleigh	9/24/10	11/10		Pensacola	11/8/96	
	Kawasaki 109	10/1/10	11/10		Reading JF	9/24/10	11/10	MOTGL	Cincinnati MC	7/14/10	12/31/10
	Kennesaw AMC	9/24/10	11/10		Reading RCT	9/24/10	11/10		Detroit SC	7/31/08	7/31/11
	Kent AMC	9/24/10	11/10		Richmond Cpx	9/24/10	11/10		Grand Rapids Cel	2/12/10	1/11
	Kiev KT	10/1/10	11/10		Riverside AMC	9/24/10	11/10		Norwalk	1/15/10	10/28/10
	King of Prussia Reg	9/24/10	11/10		Rockaway AMC	9/24/10	11/10		Richmond SMV	1/23/10	1/23/11
	Knoxville Reg	9/24/10	11/10		Roseville AMC	9/24/10	11/10		Rochester MSC	4/17/10	4/11
	Kuwait 360	10/1/10	11/10		Rotterdam PN	9/27/10	11/10	MTTM	Louisville SC	4/1/10	11/10
	Labege PN	10/27/10	11/10		Rouen PN	10/27/10	11/10		Mexicali	9/3/10	3/3/11
	Lacey Reg	9/24/10	11/10		Rowland Heights AMC	9/24/10	11/10		Schenectady	9/10/10	7/31/11
	Langley Cpx	9/24/10	11/10		Saco Zya	9/24/10	11/10		Taichung NMNS	1/1/10	1/1/11
	Lansing Cel	9/24/10	11/10		Sacramento Imx	9/24/10	11/10	Mummie3D	Barcelona	1/08	3/11

Film	Theater	Open	Close	Film	Theater	Open	Close	Film	Theater	Open	Close
Mummies	Madrid	1/08	3/11	Sharks3D	Tokyo TSC	7/27/10	12/31/10	VanGogh	Sacramento Imx	10/1/10	1/1/11
	Quebec	10/28/09	12/1/10		Ufa ZAO	9/23/10	12/31/10		San Diego RHF	2/25/10	11/10
	Toluca MCIM	4/15/10	10/30/10		Zion	5/28/10	12/10		Sydney WBS	2/19/10	2/18/11
	Aguascalientes	9/10	3/11		Budapest CC	4/22/10	12/10		Tijuana	7/22/10	2/22/11
	Albuquerque NMMMH	9/09	2/11		Fort Worth	3/3/10	12/10		Vancouver TWS	3/26/10	2/11
	Duluth	9/17/10			Galveston	6/1/10	12/31/10		Victoria DCI	6/25/10	11/5/10
MysticInd	Guayaquil	2/1/10	10/1/10	SOSPI	Gatineau	3/1/10	12/10	VOTDS	Copenhagen	5/31/10	10/23/10
	Philadelphia	5/10	11/10		Hampton VASC I	9/11/09	12/10		Des Moines	10/6/10	
	Reno Fleisch	9/10	6/11		Hartberg	3/5/09	12/10		Jersey City	9/17/10	
	Tampa Cha I	3/25/10	3/11		Nagoya OT	10/1/09	12/13/10		Richmond SMV	5/1/10	4/11
	NASCAR	Aguascalientes	4/15/10		Orlando SC	9/19/09	12/10		Stockholm	3/1/10	10/10
	ND	Daytona Beach	4/15/04		Phoenix ASC	6/3/09	12/10		Sudbury	4/7/10	10/10
Niagara	New Delhi ICC			SpaceSta	Saint Augustine	1/20/10	12/31/10	WATE	Victoria DCI	9/17/10	1/31/11
	Niagara Can DCI	7/1/86			Sofia CC	10/1/10	9/30/11		Kenner	8/1/10	7/30/11
	Niagara NY DCI	5/1/07			Duluth	9/17/10			Vulcania	2/22/02	
	OW3D	Bristol	4/1/10		Supespee	Hague	3/22/10		Katoomba	6/1/97	
	Poznan CC	10/16/09	12/31/10		Indianapolis Imx	8/1/10	7/11		Apple Valley Imx	9/3/10	
	Saint Augustine	8/9/10	12/31/10	ToFly	Warner Robins	7/92		WildOcea	Atlantic City	3/10	11/10
Ozarks	Branson	1/93	12/10		Washington NASM	7/1/76			Barcelona	10/09	6/11
	Pulse	Raleigh	9/9/10		Boston MOS	7/1/10	12/31/10		Birmingham AL	9/10	4/11
	RATW	Atlanta FMNH	4/16/10		Vancouver TWS	9/1/10	8/11		Bradford	5/7/10	10/31/10
	Sioux Falls	6/10	2/11		Davenport	9/15/10			Cairo EMA	9/10	8/11
	REA	Cardiff Ode	9/15/10		Melbourne MV	10/7/10			Chattanooga	3/3/10	12/31/10
Rheged	SC	Gateshead Ode	9/15/10	UWT3D	Calgary Cpx	9/24/10		WilDream	Duluth	3/22/10	11/10
	SeaMonst	Greenwich Ode	9/15/10		Denver MNS	10/8/10			Edmonton TWS	2/09	12/10
	Dallas MNS	Liverpool Ode	9/15/10		Duluth	9/17/10			Houston MNS	7/7/10	12/10
	Lucerne	Southampton Ode	9/15/10		Fort Worth	9/15/10			Indianapolis Imx	9/17/10	
	Shreveport	Wimbledon Ode	9/15/10		Raleigh	9/9/10	12/10		Karlshamn	2/15/10	10/10
	Stockholm	Penrith	7/1/00		San Diego RHF	4/1/09	11/10		London SM	10/23/10	11/1/11
SeaRex	Boston NEA	Pensacola	11/11/09	UWT3D	Beijing CSTM 3D	9/20/10	9/11	Wildeam	Lucerne	3/09	12/10
	Kiev KT	Alamogordo	10/6/10		Berlin CS	6/3/10	6/11		Madrid	10/09	6/11
	Lehi	Dallas MNS	9/29/10		Charlotte DP	6/1/10	10/29/10		Mobile	10/2/10	4/11
	Moscow KS NA	Lucerne	3/4/10		Chattanooga	10/15/10	10/11		Myrtle Beach DCI	3/24/10	3/11
	Moscow NA	Shreveport	1/20/10		Chicago MSI	2/26/10	2/26/11		San Antonio 3D	4/7/10	11/10
	Moscow Nes	Stockholm	5/16/08		Dearborn	2/17/10	2/14/11		Stockholm	9/09	1/11
Atlantic City	Tampa MOSI	Boston NEA	5/28/10	UWT3D	Galveston	6/23/10	11/21/10	ZionCany	Syracuse	2/10	10/10
	Tampa MOSI	Kiev KT	9/23/10		Garza Garcia	3/25/10	1/11		Tampa Cha I	3/25/10	3/11
	Tampa MOSI	Lehi	5/28/10		Los Angeles CSC	2/12/10	2/11		Toronto OP	6/5/10	12/10
	Tampa MOSI	Moscow KS NA	9/23/10		Lubbock	6/11/10	11/11/10		Valencia Spn	9/09	4/11
	Tampa MOSI	Moscow NA	9/23/10		Lucerne	6/17/10	6/30/11		Winnipeg	1/8/10	2/10/11
	Tampa MOSI	Moscow Nes	9/23/10		Mexicali	6/28/10	11/28/10		Apple Valley Imx	9/24/10	
WildOcea	Tampa MOSI	Myrtle Beach DCI	6/9/10	UWT3D	Monterey CA	2/12/10	2/14/11	ZionCany	Cardiff Ode	9/24/10	
	Tampa MOSI	Odessa KT	9/23/10		Montreal SC	6/28/10	1/9/11		Cathedral City	9/15/10	
	Tampa MOSI	Perm	9/23/10		Moscow Nes	9/1/10	7/11		Gateshead Ode	9/29/10	
	Tampa MOSI	Saint Petersburg NA	9/23/10		Omaha Zoo	7/7/10	11/1/10		Liverpool Ode	9/29/10	
	Tampa MOSI	Singapore SC	9/1/10		Orlando SC	6/19/10	3/31/11		London BFI	9/24/10	
	Tampa MOSI	Tallahassee CLC	10/1/10		Paris Geo	8/31/10	3/18/11		Manchester Ode	9/24/10	
WildOcea	Tampa MOSI	Tampa MOSI	9/3/10	UWT3D	Pittsburgh CSC	7/7/10	11/18/10	ZionCany	Southampton Ode	10/1/10	
	Tampa MOSI	Tampa MOSI	9/6/10		Richmond SMV	6/23/10	11/19/10		Zion	7/1/08	
	Tampa MOSI	Tampa MOSI	9/6/10		Richmond SMV	6/23/10	11/19/10				
	Tampa MOSI	Tampa MOSI	9/6/10		Richmond SMV	6/23/10	11/19/10				
	Tampa MOSI	Tampa MOSI	9/6/10		Richmond SMV	6/23/10	11/19/10				
	Tampa MOSI	Tampa MOSI	9/6/10		Richmond SMV	6/23/10	11/19/10				

October 2010 by Theater

Theater	Film	Open	Close	Theater	Film	Open	Close	Theater	Film	Open	Close
Aguascalientes	Mummies	9/10	3/11	Auburn Hills AMC	LOTG	9/24/10	11/10	Boston AMC	LOTG	9/24/10	11/10
	MysticInd	4/15/10	11/1/10		LOTG	9/24/10	11/10	Boston MOS	Arabia3D	2/24/10	2/11
Al Khobar	AlienAdv	7/5/10	7/4/11	Augusta Reg	Arabia3D	2/12/10	2/11		TR	7/1/10	12/31/10
Alamogordo	SeaMonst	10/6/10		Austin	AvatarSE	10/1/10		Boston NEA	SeaRex	5/28/10	12/10
Albany NY Reg	LOTG	9/24/10	11/10		LOF	9/10/10	5/10/11	Bradford	JTM	9/2/09	3/11
Albuquerque NMMMH	Mummies	9/09	2/11	Aventura AMC	LOTG	9/24/10	11/10		WildOcea	5/7/10	10/31/10
Alexandria AMC	LOTG	9/24/10	11/10	Baltimore AMC	LOTG	9/24/10	11/10	Brandon AMC	LOTG	9/24/10	11/10
Alhambra Reg	LOTG	9/24/10	11/10	Baltimore MSC	GCA	7/30/10	7/11	Branson	Ozarks	1/93	12/10
Aliso Viejo Reg	LOTG	9/24/10	11/10	Bangkok Par Maj	LOTG	10/1/10	11/10	Bristol	D&W3D	10/23/09	12/31/10
Altamonte AMC	LOTG	9/24/10	11/10		LOTG	10/1/10	11/10		OW3D	4/1/10	12/10
Amsterdam PN	LOTG	10/1/10	11/10	Bangkok Rat Maj	D&W3D	12/16/09	12/31/10	Brooklyn SB Reg	LOTG	9/24/10	11/10
Anchorage Reg	LOTG	9/24/10	11/10	Barcelona	Mummie3D	1/08	3/11	Budapest CC	Sharks3D	4/22/10	12/10
Ankara AFM	Arabia3D	8/11/10	2/10/11		WildOcea	10/09	6/11	Buenos Aires NA	LOTG	10/8/10	11/10
Apple Valley Imx	WildOcea	9/3/10		Batavia GQT	LOTG	9/24/10	11/10	Buford Reg	LOTG	9/24/10	11/10
	WilDream	9/24/10		Beijing CSTM 3D	UWT3D	9/20/10	9/11	Burbank AMC	LOTG	9/24/10	11/10
Arcadia AMC	LOTG	9/24/10	11/10	Bellevue LSC	LOTG	9/24/10	11/10	Cairo EMA	MOE	3/1/10	2/28/11
Arlington TX AMC	LOTG	9/24/10	11/10	Bensalem AMC	LOTG	9/24/10	11/10		WildOcea	9/10	8/11
Athens Eug	CRA	3/10/10	3/11	Berlin CS	D&W3D	3/13/08	12/10	Calgary Cpx	Hubble3D	9/24/10	
Atlanta FMNH	Animalop	10/1/10	6/1/11		HaunCast	4/5/01			UnderSea	9/24/10	
	Arabia3D	3/17/10	3/11		UWT3D	6/3/10	6/11	Calgary TWS	Animalop	10/31/09	10/10
	CDS	7/2/10	12/17/10	Birmingham AL	Animalop	5/28/10	11/18/10		Bugs	9/12/10	7/11
	RATW	4/16/10	11/15/10		WildOcea	9/10	4/11	Camrillo Reg	LOTG	9/24/10	11/10
Atlantic City	LOTG	9/24/10	11/10	Birmingham UK	JTM	9/24/10		Cardiff Ode	LOTG	10/21/10	11/10
	WildOcea	3/10	11/10	Bogota PA	LOTG	10/1/10	11/10		REA	9/15/10	

Theater	Film	Open	Close	Theater	Film	Open	Close	Theater	Film	Open	Close
Cary Reg	WilDream	9/24/10		Eindhoven PN	LOTG	9/27/10	11/10	Irvine Reg	LOTG	9/24/10	11/10
Cathedral City	LOTG	9/24/10	11/10	El Dorado Hills Reg	LOTG	9/24/10	11/10	Istanbul AFM	Arabia3D	8/11/10	2/10/11
Cebu SM	WilDream	9/15/10		Elizabeth AMC	LOTG	9/24/10	11/10	Jacksonville AMC	LOTG	9/24/10	11/10
Chandigarh	LOTG	9/24/10	11/10	Emeryville AMC	LOTG	9/24/10	11/10	Jersey City	LOF	6/18/10	2/11/11
Chantilly	MOF	5/1/10	4/11	Erie	DinoAliv	7/10	7/11		VanGogh	9/17/10	
	FightPil	12/10/04	5/11	Esccondido Reg	LOTG	9/24/10	11/10	Juarez Cpl	LOTG	10/1/10	11/10
	LOF	6/11/10	6/9/11	Evansville Sho	LOTG	9/24/10	11/10	Kansas City AMC	LOTG	9/24/10	11/10
Charleston SC SEC	LOTG	9/24/10	11/10	Fairbanks Reg	LOTG	9/24/10	11/10	Kansas City Sci	DinoAliv	6/1/10	12/31/10
Charleston WV	FightPil	7/1/10	11/10	Fairfield Reg	LOTG	9/24/10	11/10	Kaohsiung Vie	LOTG	10/1/10	11/10
	L&C	10/6/07	12/10	Fitchburg AMC	LOTG	9/24/10	11/10	Karlshamn	DinoAliv	6/09	11/10
Charlotte DP	LOF	7/7/10	12/24/10	Fort Lauderdale	AfricaAdv	1/18/08	12/30/10		WildOcea	2/15/10	10/10
	UWT3D	6/1/10	10/29/10		Arabia3D	2/12/10	2/11	Katoomba	WATE	6/1/97	
Charlotte Reg	LOTG	9/24/10	11/10		LOTG	9/24/10	11/10	Kawasaki 109	LOTG	10/1/10	11/10
Chattanooga	AIWC	10/6/10		Fort Myers Reg	LOTG	9/24/10	11/10	Kenner	VOTDS	8/1/10	7/30/11
	JIAC	10/6/10		Fort Worth	Animalop	11/23/09	11/20/10	Kennesaw AMC	LOTG	9/24/10	11/10
	UWT3D	10/15/10	10/11		L&C	4/23/10	12/31/10	Kent AMC	LOTG	9/24/10	11/10
	WildOcea	3/3/10	12/31/10		Sharks3D	3/3/10	12/10	Kiev KT	LOTG	10/1/10	11/10
Cherry Hill AMC	LOTG	9/24/10	11/10		UnderSea	9/15/10			SeaRex	9/23/10	12/31/10
Chicago Imx	DinoAliv	9/16/10		Fresno Reg	LOTG	9/24/10		King of Prussia Reg	LOTG	9/24/10	11/10
	JTM	8/20/10		Frisco AMC	LOTG	9/24/10	11/10	Knoxville Reg	LOTG	9/24/10	11/10
	LOTG	9/24/10	11/10	Galveston	Sharks3D	6/1/10	12/31/10	Kolkata SC	CRA	5/15/10	11/10
Chicago MSI	JTM	8/20/10	11/19/10		UWT3D	6/23/10	11/21/10	Krakow CC	AfricaAdv	2/09	2/11
	LOF	6/18/10	11/4/10	Garden City	LOF	6/18/10	6/18/11	Kuwait 360	LOTG	10/1/10	11/10
	UWT3D	2/26/10	2/26/11	Garland AMC	LOTG	9/24/10	11/10	Kuwait SCK	Arabia3D	5/25/10	5/11
Cincinnati MC	LOF	7/14/10	11/4/10	Garza Garcia	LOF	7/15/10	2/15/11	Labege PN	LOTG	10/27/10	11/10
	MOTGL	7/14/10	12/31/10		UWT3D	3/25/10	1/11	Lacey Reg	LOTG	9/24/10	11/10
Col Springs Cmk	LOTG	9/24/10	11/10	Gateshead Ode	LOTG	10/21/10	11/10	Langley Cpx	LOTG	9/24/10	11/10
Columbia AMC	LOTG	9/24/10	11/10		REA	9/15/10		Lansing Cel	LOTG	9/24/10	11/10
Columbus COSI	D&W3D	3/17/10	12/31/10		WilDream	9/29/10		Las Vegas Bre	Hubble3D	10/8/10	
Columbus ETC AMC	LOTG	9/24/10	11/10	Gatineau	Arabia3D	10/1/10		Las Vegas RR Reg	LOTG	9/24/10	11/10
Columbus GA	DS3D	9/15/10			Sharks3D	3/1/10	12/10	Las Vegas SA Reg	LOTG	9/24/10	11/10
	FightPil	6/4/10	1/4/11	Glasgow	FMTTM	6/6/09	5/31/11	Lehi	SeaRex	5/28/10	12/10
	MagDes	9/15/10		Glendale AMC	LOTG	9/24/10	11/10	Leon Exp	DinoAliv	6/1/10	11/30/10
Columbus LTC AMC	LOTG	9/24/10	11/10	Gloucester Cpx	LOTG	9/24/10	11/10	Lincolnshire Reg	LOTG	9/24/10	11/10
Concord AMC	LOTG	9/24/10	11/10	Grand Blanc NCG	Hubble3D	9/17/10		Little Rock AEC	Animalop	2/3/10	1/1/11
Copenhagen	D&W3D	4/3/09	12/10		LOTG	9/24/10	11/10	Little Rock DT	LOTG	9/24/10	11/10
	LOF	10/15/10	8/15/11	Grand Canyon DCI	GC	11/1/99	12/10	Liverpool Ode	LOTG	10/21/10	11/10
	VanGogh	5/31/10		Grand Rapids Cel	LOTG	9/24/10	11/10		REA	9/15/10	
Corpus Christi	FightPil	2/3/05	5/11		MOTGL	2/12/10	1/11		WilDream	9/29/10	
Corsicana	LW	1/15/10	12/18/10	Graz CX	LOTG	10/1/10	11/10	Livonia AMC	LOTG	9/24/10	11/10
Council Bluffs AMC	AvatarSE	10/6/10		Greenwich Ode	LOTG	10/21/10	11/10	Loch Lomond	LOLL	7/24/02	
Covina AMC	LOTG	9/24/10	11/10		REA	9/15/10		Lombard AMC	LOTG	9/24/10	11/10
Cupertino AMC	LOTG	9/24/10	11/10	Guadalajara Cpl	LOTG	10/1/10	11/10	London BFI	LOTG	10/21/10	11/10
Curitiba	LOTG	10/1/10	11/10	Guatemala City Alb	LOTG	10/1/10	11/10		WilDream	9/24/10	
Dallas Cmk	LOTG	9/24/10	11/10	Guayaquil	Animalop	1/1/10	1/1/11	London SM	LOF	7/14/10	7/12/11
Dallas MNS	SeaMonst	9/29/10			CRA	3/1/10	2/11		WildOcea	10/23/10	11/1/11
Danvers AMC	LOTG	9/24/10	11/10		Greece	3/1/10	2/11	Long Beach Reg	LOTG	9/24/10	11/10
Davenport	ATSOT	10/10	2/11		Mummies	2/1/10	10/1/10	Los Angeles CC AMC	LOTG	9/24/10	11/10
	LOF	6/23/10	11/9/10	Hague	Dolphins	1/10/10	10/9/10	Los Angeles CSC	UWT3D	2/12/10	2/11
	TwicEclip	9/15/10			SupeSpee	3/22/10	10/31/10	Los Angeles RMP	LOTG	9/24/10	11/10
Dayton	FightPil	12/3/04	5/11	Halifax	LOTG	9/24/10	11/10	Los Angeles UC AMC	LOTG	9/24/10	11/10
	LOF	6/12/10	3/12/11	Hamilton AMC	LOTG	9/24/10	11/10	Louisville SC	Arabia3D	6/12/10	6/11/11
Daytona Beach	NASCAR	4/15/04		Hampton AMC	LOF	10/8/10	10/8/12		MTTM	4/1/10	1/10
Dearborn	LOF	10/1/10	10/1/11		LOTG	9/24/10	11/10	Lubbock	UWT3D	6/11/10	11/11/10
	LOTG	9/24/10	11/10	Hampton VASC	Hubble3D	9/25/10		Lucerne	Animalop	6/1/09	6/11
	UWT3D	2/17/10	2/14/11		LOF	10/15/10			LOF	9/16/10	4/16/11
Deer Park Reg	LOTG	9/24/10	11/10		LOTG	10/8/10	10/31/10		SeaMonst	3/4/10	3/3/11
Denver CC Reg	LOTG	9/24/10	11/10	Hampton VASC I	Sharks3D	9/11/09	12/10		UWT3D	6/17/10	6/30/11
Denver MNS	UnderSea	10/8/10		Harahan AMC	LOTG	9/24/10	11/10		WildOcea	3/09	12/10
Des Moines	Arabia3D	4/29/10	4/11	Harrisburg	Bears	10/2/10		Lucknow	Dolphins	5/15/10	11/11
	Dolphins	1/6/10	10/10	Hartberg	Sharks3D	3/5/09	12/10	Lynnwood AMC	LOTG	9/24/10	11/10
	IronMan2	9/7/10		Hastings	GCA	5/31/10	2/8/11	Lyon PN	LOTG	10/27/10	11/10
	VanGogh	10/6/10			HOTB	1/25/10	10/10	Madrid	D&W3D	12/16/09	12/31/10
Detroit SC	Animalop	3/18/09	3/11	Henderson Reg	LOTG	9/24/10	11/10		HaunCast	6/12/02	
	Dolphins	4/8/10	10/7/10	Hibbing	LW	12/4/09	12/4/10		Mummie3D	1/08	3/11
	MOTGL	7/31/08	7/31/11	Highlands Ranch AMC	LOTG	9/24/10	11/10		WildOcea	10/09	6/11
Doha VSM	LOTG	10/1/10	11/10	Hodgkins AMC	LOTG	9/24/10	11/10	Manchester Ode	LOTG	10/21/10	11/10
Dollywood	HeartSon	3/31/10	12/31/10	Homestead AMC	LOTG	9/24/10	11/10		WilDream	9/24/10	
Dongguan STM	MOE	12/28/09	12/10	Hong Kong IS UA	LOTG	10/1/10	11/10	Manchester RMP	LOTG	9/24/10	11/10
Dublin Reg	LOTG	9/24/10	11/10	Hong Kong MB UA	LOTG	10/1/10	11/10	Manila MOA SM	LOTG	9/24/10	11/10
Duluth	DinoAliv	11/26/09	10/30/10	Honolulu Reg	LOTG	9/24/10	11/10	Manila NE SM	LOTG	9/24/10	11/10
	Mummies	9/17/10		Hooksett Zya	LOTG	9/24/10	11/10	McLean AMC	LOTG	9/24/10	11/10
	SpaceSta	9/17/10		Houston GP AMC	LOTG	9/24/10	11/10	McMinnville	LOF	7/7/10	6/18/11
	UnderSea	9/17/10		Houston MNS	WildOcea	7/7/10	12/10	Melbourne HCL	LOTG	9/30/10	11/10
	WildOcea	3/22/10	11/10	Houston Reg	LOTG	9/24/10	11/10	Melbourne MV	D&W3D	9/16/10	
Eden Prairie AMC	LOTG	9/24/10	11/10	Hutchinson	AOTD	9/20/10	12/10		DinoAliv	1/1/10	10/30/10
Edina AMC	LOTG	9/24/10	11/10		LOF	6/30/10	11/18/10		FMTTM	9/12/08	
Edmonton Cpx	LOTG	9/24/10	11/10	Independence AMC	LOTG	9/24/10	11/10		U23D	10/7/10	
Edmonton TWS	India	10/9/09	10/9/10	Indianapolis AMC	LOTG	9/24/10	11/10	Memphis Pink	Alps	11/25/09	11/10
	JTM	3/19/10	3/11	Indianapolis Imx	AvatarSE	10/1/10			L&C	3/10/10	11/12/10
	WildOcea	2/09	12/10		SupeSpee	8/1/10	7/11	Mesa DT	LOTG	9/24/10	11/10
Eilat Epic	GCA	4/30/10	4/11		WildOcea	9/17/10		Mesquite AMC	LOTG	9/24/10	11/10

Theater	Film	Open	Close	Theater	Film	Open	Close	Theater	Film	Open	Close
Methuen AMC	LOTG	9/24/10	11/10	Penrith	D&W3D	7/17/10	12/31/10	Santa Clara AMC	LOTG	9/24/10	11/10
Mexicali	MTTM	9/3/10	3/3/11		Rhedeg	7/1/00		Sao Paulo	LOTG	10/8/10	11/10
	UWT3D	6/28/10	11/28/10	Pensacola	FightPil	4/11/07	5/11	Schaumburg AMC	LOTG	9/24/10	11/10
Mexico City Pap	Arabia3D	5/15/10	11/15/10		MOF	11/8/96		Schenectady	MTTM	9/10/10	7/31/11
	LOF	9/18/10	6/18/11		SC	11/11/09	10/10	Seattle PSC 2	LOF	6/18/10	12/10
Mexico City Per Cpl	LOTG	10/1/10	11/10	Perm	LOTG	10/1/10	11/10		LOTG	9/24/10	11/10
Mexico City Uni Cpl	LOTG	10/1/10	11/10		SeaRex	9/23/10	12/31/10	Seattle TP Reg	LOTG	9/24/10	11/10
Midlothian Reg	LOTG	9/24/10	11/10	Perth HCL	LOTG	9/30/10	11/10	Shakopee	CRA	5/10	11/10
Milwaukee	Bugs	9/14/10	6/11/11	Philadelphia	HumanBod	10/14/09	10/10	Shari	FSOS		
Mississauga Cpx	LOTG	9/24/10	11/10		Mummies	5/10	11/10	Shobu 109	LOTG	10/1/10	11/10
Mobile	AIWC	6/9/10	10/10	Phoenix ASC	Sharks3D	6/3/09	12/10	Shreveport	Extreme	7/10	4/11
	WildOcea	10/2/10	4/11	Phoenix DR AMC	LOTG	9/24/10	11/10		Greece	4/21/10	4/16/11
Monterey CA	CRA	9/1/10		Phoenix DV AMC	LOTG	9/24/10	11/10		SeaMonst	1/20/10	1/3/11
	HOTB	9/1/10		Pittsburgh CSC	Animalop	1/1/10	1/1/11	Simi Valley Reg	LOTG	9/24/10	11/10
	UWT3D	2/12/10	2/14/11		Beavers	7/22/09	12/30/10	Simpsonville GE	LOTG	9/24/10	11/10
Monterrey Cpl	LOTG	10/1/10	11/10		UWT3D	7/7/10	11/18/10	Singapore SC	Beavers	5/1/10	10/31/10
Montreal Cpx	LOTG	9/24/10	11/10	Plainville AMC	LOTG	9/24/10	11/10		SeaRex	9/1/10	12/31/10
Montreal SC	UWT3D	6/28/10	19/11	Poitiers Imax	HOTB	2/1/10	1/11	Sioux Falls	D&W3D	5/1/10	12/10
Morrow AMC	LOTG	9/24/10	11/10	Port Chester AMC	LOTG	9/24/10	11/10		RATW	6/10	2/11
Moscow KS NA	LOTG	10/1/10	11/10	Portage GQT	LOTG	9/24/10	11/10	Skokie AMC	LOTG	9/24/10	11/10
	SeaRex	9/23/10	12/31/10	Portland OMSI	Alaska	10/1/10		Sofia CC	SOSPI	10/1/10	9/30/11
Moscow NA	SeaRex	9/23/10	12/31/10		Bugs	7/3/09	11/30/10	South Barrington AMC	LOTG	9/24/10	11/10
Moscow Nes	HaunCast	1/1/04		Poznan CC	OW3D	10/16/09	12/31/10	South Gate Reg	LOTG	9/24/10	11/10
	LOTG	10/1/10	11/10	Providence NA	LOTG	9/24/10	11/10	South Jordan LHM	LOTG	9/24/10	11/10
	SeaRex	9/23/10	12/31/10	Quebec	LOTG	9/24/10	11/10	South Miami AMC	LOTG	9/24/10	11/10
	UWT3D	9/1/10	7/11		Mummie3D	10/28/09	12/1/10	Southampton Ode	LOTG	10/21/10	11/10
Mumbai	LOTG	10/29/10	11/10	Raleigh	Animalop	4/7/10	4/9/11		REA	9/15/10	
Myrtle Beach DCI	AvatarSE	10/6/10			Arabia3D	2/17/10	2/11		WilDream	10/1/10	
	SeaRex	6/9/10	12/10		L&C	8/27/10	12/10	Speyer Imax	FMTTM	12/18/08	
	WildOcea	3/24/10	3/11		LOTG	9/24/10	11/10	Spokane AMC	LOTG	9/24/10	11/10
Nagoya 109	LOTG	10/1/10	11/10		Pulse	9/9/10	12/10	Spokane RP	Animalop	6/11/10	6/11
Nagoya OT	D&W3D	4/1/10	12/10		UnderSea	9/9/10	12/10	Springdale NA	LOTG	9/24/10	11/10
	Sharks3D	10/1/09	12/13/10	Reading JF	LOTG	9/24/10	11/10	Sterling Hts AMC	LOTG	9/24/10	11/10
Natick JF	LOTG	9/24/10	11/10	Reading RCT	LOTG	9/24/10	11/10	Stockholm	FMTTM	4/6/09	
National City AMC	LOTG	9/24/10	11/10	Regina	DinoAliv	10/22/10	3/31/11		SeaMonst	5/16/08	12/10
New Brunswick AMC	LOTG	9/24/10	11/10	Regina I	Extreme	7/25/10	1/1/11		VanGogh	3/1/10	10/10
New Delhi ICC	ND			Reno Fleisch	Mummies	9/10	6/11		WildOcea	9/09	1/11
New Orleans	HOTB	8/29/06		Richmond Cpx	LOTG	9/24/10	11/10	Stockton Reg	LOTG	9/24/10	11/10
New Rochelle Reg	LOTG	9/24/10	11/10	Richmond SMV	MOTGL	1/23/10	1/23/11	Stony Brook AMC	LOTG	9/24/10	11/10
New York 34 AMC	LOTG	9/24/10	11/10		UWT3D	6/23/10	11/19/10	Sudbury	VanGogh	4/7/10	10/10
New York Emp AMC	LOTG	9/24/10	11/10		VanGogh	5/1/10	4/11	Sugar Land AMC	LOTG	9/24/10	11/10
New York KB AMC	LOTG	9/24/10	11/10	Riverside AMC	LOTG	9/24/10	11/10	Sunrise Reg	LOTG	9/24/10	11/10
New York LS AMC	LOTG	9/24/10	11/10	Roanoke	DinoAliv	7/10	2/11	Sydney HCL	LOTG	9/30/10	11/10
Newport AMC	LOTG	9/24/10	11/10	Rochester MSC	MOTGL	4/17/10	4/11	Sydney WBS	UWT3D	2/19/10	2/18/11
Niagara Can DCI	Niagara	7/1/86		Rockaway AMC	LOTG	9/24/10	11/10	Syracuse	Extreme	10/10	7/11
Niagara NY DCI	Niagara	5/1/07		Roseville AMC	LOTG	9/24/10	11/10		WildOcea	2/10	10/10
Noblesville GQT	LOTG	9/24/10	11/10	Rotterdam PN	LOTG	9/27/10	11/10	Taichung NMNS	MTTM	1/1/10	1/1/11
Norwalk	Everest	10/22/10	3/3/11	Rouen PN	LOTG	10/27/10	11/10	Taipei Mir	LOTG	10/1/10	11/10
	Hubble3D	3/19/10	10/28/10	Rowland Heights AMC	LOTG	9/24/10	11/10	Taipei Vie	LOTG	10/1/10	11/10
	IOTS	10/22/10	3/3/11	Saco Zya	LOTG	9/24/10	11/10	Tallahassee AMC	LOTG	9/24/10	11/10
	LivingSe		10/28/10	Sacramento Imx	LOTG	9/24/10	11/10	Tallahassee CLC	SeaRex	10/1/10	
	MOTGL	1/15/10	10/28/10		UWT3D	10/1/10	1/1/11	Tampa AMC	LOTG	9/24/10	11/10
Nuremberg	AfricAdv	1/1/10	6/14/11	Saint Augustine	DinoAliv	9/10	3/11	Tampa Cha I	DinoAliv	3/25/10	3/11
	D&W3D	3/13/08	12/10		OW3D	8/9/10	12/31/10		Mummies	3/25/10	3/11
Odessa KT	LOTG	10/1/10	11/10		Sharks3D	1/20/10	12/31/10		WildOcea	3/25/10	3/11
	SeaRex	9/23/10	12/31/10	Saint Louis SC	JTM	10/8/10	3/31/11	Tampa MOSI	Arabia3D	10/27/10	10/11
Oklahoma City AMC	LOTG	9/24/10	11/10		LOF	9/17/10	2/17/11		LOF	7/2/10	12/10
Oklahoma City SMO	Everest	3/1/10	2/11	Saint Paul SMM	Arabia3D	3/17/10	3/11		SeaRex	9/3/10	
	Extreme	8/25/10	8/11	Saint Petersburg Muv	LOTG	9/24/10	11/10		SeaRex	9/6/10	12/31/10
	FightPil	12/15/09	5/11	Saint Petersburg NA	LOTG	10/1/10	11/10	Temecula Reg	LOTG	9/24/10	11/10
Olathe AMC	LOTG	9/24/10	11/10		SeaRex	9/23/10	12/31/10	Tempe Har	LOTG	9/24/10	11/10
Oldsmar AMC	LOTG	9/24/10	11/10	Salt Lake City CP	LOF	10/29/10	4/29/11	Tigard Reg	LOTG	9/24/10	11/10
Omaha AMC	LOTG	9/24/10	11/10	San Antonio 2D	Alamo			Tijuana	Animalop	7/1/10	7/11
Omaha Zoo	Bugs	5/1/10	10/31/10	San Antonio 3D	AfricAdv	2/24/10	3/10/11		DinoAliv	10/15/10	4/15/11
	UWT3D	7/7/10	11/1/10		AvatarSE	10/6/10			LOF	10/23/10	5/23/11
Ontario Reg	LOTG	9/24/10	11/10		D&W3D	8/13/09	12/10	Tokyo TSC	UWT3D	7/22/10	2/22/11
Orange AMC	LOTG	9/24/10	11/10		HaunCast	9/1/10	10/31/10	Toluca Cpl	SeaRex	7/27/10	12/31/10
Orange Park AMC	LOTG	9/24/10	11/10		WildOcea	4/7/10	11/10	Toluca MCIM	LOTG	10/1/10	11/10
Orlando AMC	LOTG	9/24/10	11/10	San Antonio San	LOTG	9/24/10	11/10		Mummie3D	4/15/10	10/30/10
Orlando P Reg	LOTG	9/24/10	11/10	San Diego MV AMC	LOTG	9/24/10		Tomball San	LOTG	9/24/10	11/10
Orlando SC	Sharks3D	9/19/09	12/10	San Diego PP AMC	LOTG	9/24/10	11/10	Toronto Cpx	LOTG	9/24/10	11/10
	UWT3D	6/19/10	3/31/11	San Diego Reg	LOTG	9/24/10	11/10	Toronto OP	WildOcea	6/5/10	12/10
Orlando WL Reg	LOTG	9/24/10	11/10	San Diego RHF	Animalop	12/13/08	12/12/10	Toronto OSC	LOF	9/24/10	9/23/11
Osaka 109	LOTG	10/1/10	11/10		Hubble3D	3/19/10	11/10	Torrance AMC	LOTG	9/24/10	11/10
Paramus AMC	LOTG	9/24/10	11/10		UnderSea	4/1/09	11/10	Tucson AMC	LOTG	9/24/10	
Paris DV PN	LOTG	10/27/10	11/10		UWT3D	2/25/10	11/10	Tukwila AMC	LOTG	9/24/10	11/10
Paris Geo	D&W3D	6/10/09	12/10	San Francisco AMC	LOTG	9/24/10	11/10	Tulsa Cmk	LOTG	9/24/10	11/10
	JTM	10/14/09	10/13/10	San Jose AMC	LOTG	9/24/10	11/10	Ufa Zao	LOTG	10/1/10	11/10
	UWT3D	8/31/10	3/18/11	San Jose Rep	LOTG	10/1/10	11/10	Ufa ZAO	SeaRex	9/23/10	12/31/10
Paris Ivry PN	LOTG	10/27/10	11/10	San Jose Tech	Arabia3D	2/12/10	2/11	Valencia Spn	Amazon	10/1/10	6/30/11
Parker	D&W3D	2/6/10	12/31/10	San Simeon DCI	HCBTD	8/17/96			Animalop	12/19/09	12/19/10
	JGWC	5/31/10	10/31/10	Sandy LHM	LOTG	9/24/10	11/10		WildOcea	9/09	4/11

Theater	Film	Open	Close	Theater	Film	Open	Close	Theater	Film	Open	Close
Vancouver TWS	TTL	9/1/10	8/11	Wauwatosa AMC	ToFly	7/1/76		Winnipeg	REA	9/15/10	
	UWT3D	3/26/10	2/11		LOTG	9/24/10	11/10		Inceptio	9/24/10	
Victoria DCI	DinoAliv	6/4/10	9/1/11	West Nyack Imx	LOTG	9/24/10	11/10		WildOcea	1/8/10	2/10/11
	UWT3D	6/25/10	11/5/10	West Palm Beach Muv	LOTG	9/24/10	11/10	Woodbridge AMC	LOTG	9/24/10	11/10
	VanGogh	9/17/10	1/31/11	Westlake Reg	LOTG	9/24/10	11/10	Woodbridge Cpx	LOTG	9/24/10	11/10
Vienna CX	LOTG	10/1/10	11/10	Westminster Orc AMC	LOTG	9/24/10	11/10	Woodland Hills AMC	LOTG	9/24/10	11/10
Virginia Beach AMC	LOTG	9/24/10	11/10	Westminster Pro AMC	LOTG	9/24/10	11/10	Yellowstone	JIAC	7/28/10	11/10
Vulcania	Vulcania	2/22/02		White Plains NA	LOTG	9/24/10	11/10	Ypsilanti RMP	LOTG	9/24/10	11/10
Warner Robins	ToFly	7/92		Williamsville Reg	LOTG	9/24/10	11/10	Zion	SeaRex	5/28/10	12/10
Washington NASM	LOF	6/11/10	6/8/11	Wimbledon Ode	LOTG	10/21/10	11/10		ZionCany	7/1/08	

Key to Film Abbreviations

Film	Title	Year	Dist	Film	Title	Year	Dist
AfricAdv	African Adventure 3D	2007	3D	nWP	ND	2005	unk
AIWC	Adventures in Wild California	2000		MFF	Niagara	1987	NGD
Alamo	Alamo: The Price of Freedom	1988		MFF	OW3D	2003	3D
Alaska	Alaska: Spirit of the Wild	1997		HMNS	Ozarks	1993	IMAX
AlienAdv	Alien Adventure	1999	3D	NGD	Pulse	2002	GSF
Alps	Alps: Giants of Nature, The	2007		MFF	RATW	2006	GSF
Amazon	Amazon	1997		MFF	REA	2010	3D
Animalop	Animalopolis	2008		K2	Rheged	2000	unk
AOTD	Aliens of the Deep	2005	3D	BVP	SC	1995	MFF
Arabia3D	Arabia 3D	2010	3D	MFF	SeaMonst	2007	NGD
ATSOT	Across the Sea of Time	1995	3D	SPC	SeaRex	2010	3D
AvatarSE	Avatar Special Edition	2010	3D	FOX	Sharks3D	2004	3D
Bears	Bears	2001		PCI	SOSPI	2002	3D
Beavers	Beavers	1988		SLC	SpaceSta	2002	3D
Bugs	Bugs!	2003	3D	SKF	SupeSpee	1997	SLC
CDS	Cirque du Soleil: Journey of Man	1999	3D	SPC	ToFly	1976	MFF
CRA	Coral Reef Adventure	2003		MFF	TR	1997	SPC
D&W3D	Dolphins & Whales 3D	2008	3D	3DEL	TTL	1989	MFF
DinoAliv	Dinosaurs Alive	2007	3D	GSF	TwEclip	2010	SE
Dolphins	Dolphins	2000		MFF	U23D	2008	3D
DS3D	Deep Sea 3D	2006	3D	IMAX	UnderSea	2009	3D
Everest	Everest	1998		MFF	UWT3D	2010	3D
Extreme	Extreme	1999		GSF	VanGogh	2009	MFF
FightPil	Fighter Pilot: Operation Red Flag	2004		K2	VOTDS	2003	SLC
FMTTM	Fly Me to the Moon	2008	3D	K2	Vulcania	2002	unk
FSOS	Four Seasons of Shiretoko	1988		unk	WATE	1997	MSI
GC	Grand Canyon: The Hidden Secrets	1985		NGD	WildOcea	2008	3D
GCA	Grand Canyon Adventure 3D	2008	3D	MFF	WilDream	2010	NGD
Greece	Greece: Secrets of the Past	2006		MFF	ZionCany	1994	BFI
HaunCast	Haunted Castle	2001	3D	NGD			
HCBTD	Hearst Castle: Building the Dream	1996		NGD			
HeartSon	Heartsong	1994		unk			
HOTB	Hurricane on the Bayou	2006		MFF			
Hubble3D	Hubble 3D	2010	3D	IMAX			
HumanBod	Human Body, The	2001		NGD			
Inceptio	Inception: The IMAX Experience	2010		WB			
India	India: Kingdom of the Tiger	2002		PCI			
IOTS	Island of the Sharks	1999		IMAX			
IronMan2	Iron Man 2: The IMAX Experience	2010		PPC			
JGWC	Jane Goodall's Wild Chimpanzees	2002		MFF			
JIAC	Journey into Amazing Caves	2001		MFF			
JTM	Journey to Mecca	2009		SKF			
L&C	Lewis & Clark: Great Journey West	2002		NGD			
LivingSe	Living Sea, The	1994		MFF			
LOF	Legends of Flight	2010	3D	K2			
LOLL	Legend of Loch Lomond, The	2002		SKF			
LOTG	Legend of the Guardians	2010	3D	WB			
LW	Lost Worlds: Life in the Balance	2001		PCI			
MagDes	Magnificent Desolation	2005	3D	IMAX			
MOE	Mysteries of Egypt	1998		NGD			
MOF	Magic of Flight, The	1997		MFF			
MOTGL	Mysteries of the Great Lakes	2008		SN			
MTTM	Molecules to the Max	2009		SKF			
Mummie3D	Mummies 3D	2008	3D	GSF			
Mummies	Mummies: Secrets of the Pharaohs	2007		GSF			
MysticInd	Mystic India	2005		GSF			
NASCAR	NASCAR 3D: The IMAX Experience	2004	3D	IMAX			

October 2010 Bookings Count

#	Film	#	Film	#	Film	#	Film
250	LOTG	4	AfricAdv	2	SupeSpee	1	LivingSe
26	LOF	2	Bugs	2	ToFly	1	LOLL
26	UWT3D	4	Dolphins	1	Alamo	1	MagDes
24	WildOcea	4	Extreme	1	Alaska	1	MysticInd
16	SeaRex	4	FMTTM	1	AlienAdv	1	NASCAR
15	Arabia3D	4	HaunCast	1	Alps	1	ND
14	Animalop	4	HOTB	1	Amazon	1	Ozarks
14	D&W3D	4	L&C	1	AOTD	1	Pulse
13	DinoAliv	4	MTTM	1	ATSOT	1	Rheged
10	Sharks3D	4	Mummie3D	1	Bears	1	SC
8	WilDream	3	GCA	1	CDS	1	SOSPI
7	FightPil	3	OW3D	1	DS3D	1	SpaceSta
7	JTM	2	AIWC	1	FSOS	1	TR
7	Mummies	2	Beavers	1	GC	1	TTL
7	VanGogh	2	Everest	1	HCBTD	1	TwEclip
6	Hubble3D	2	Greece	1	HeartSon	1	U23D
6	MOTGL	2	JIAC	1	HumanBod	1	VOTDS
6	REA	2	LW	1	Inceptio	1	Vulcania
6	UnderSea	2	MOE	1	India	1	WATE
5	AvatarSE	2	MOF	1	IOTS	1	ZionCany
5	CRA	2	Niagara	1	IronMan2		
5	SeaMonst	2	RATW	1	JGWC		

Directory of Organizations Mentioned in this Issue of LF Examiner

Distributors' abbreviations are listed in **bold**.

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Classified Ads

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Experienced large-format professional is seeking a position in large-format theater or visitor services management, preferably with a museum or destination attraction. I have 15 years' experience within the industry, including projection, motion simulator operation and maintenance, group sales, marketing, front-of-house operations, and overall facility management. I recently opened a new IMAX 3D theatre and simulator system as part of a 190,000-square-foot, \$96 million museum project.

In addition to my large-format experience, I have acted as a consultant to a number of exhibitors, distributors, and studios on digital cinema, handled marketing for a major entertainment lighting design firm, and managed audience services departments for two nationally renowned live-theater companies.

Having such a diverse experience in attractions gives me an overall understanding of the needs of all parties involved in the operation — from senior management to both front and back of house to the guests themselves. Let me put my experience to work for you!

Interested parties can contact me at joekleiman@gmail.com or (706) 763-8714.

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Robert (Bob) Griesmer, former COO of The **Maritime Aquarium at Norwalk, Inc.**

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Giant-screen Consultant

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SHORTS

GSCA Asia Film Expo in January

The Dongguan Science and Technology Museum in Dongguan, China, will host the Giant Screen Cinema Association's first Asia Film Expo, Jan. 11-13, 2011. The meeting is open to all GSCA members, with no registration fee. All Chinese giant-screen theaters have also been invited, and as many as 400 people are expected to attend.

The meeting will consist of screenings of up to 18 films, which will also be screened for one month after the expo as part of the museum's Special Movie Screening Month. The museum will pay for shipping of the selected films to and from China and will cover the cost of a hotel room for each participating distributor during the expo. In exchange, box office revenues during the festival month will be retained by the municipal government.

Registration and more information will be available at the GSCA Web site in November.

Free Tron preview Oct. 28

Following *Avatar*'s lead, Walt Disney Pictures has announced "Tron Night," a free preview of 20 minutes of 3D footage from *Tron Legacy* exclusively in IMAX digital theaters on Oct. 28. Tickets were given out, one at a time, via a Web site on Oct. 12, and were sold out for all locations within a day. (Theaters will have waiting lines to give non-ticket holders a chance at no-show seats.)

Twentieth Century Fox held a similar preview, also only at IMAX digital theaters, for James Cameron's *Avatar* on Aug. 21, 2009.

Aftershock in N. America, Oct. 29

Aftershock, the first non-U.S. feature to get the IMAX DMR treatment, will open in AMC theaters in the U.S. and Canada on Oct. 29, as part of a new deal between the exhibitor and China Lion Film Distribution. The film will play on 23 screens in cities with large Chinese populations, in-

cluding New York, Los Angeles, Chicago, San Francisco, Washington, DC, Houston, Boston, Seattle, Toronto, and Ottawa. It was not clear at press time if any would be IMAX theaters or if the film would be subtitled or dubbed into English.

Directed by Feng Xiaogang, *Aftershock* is a drama based on the 1976 Tangshan earthquake that killed 240,000 people. It is China's entry for this year's Best Foreign Language Academy Award.



The Dongguan Science and Technology Museum in China.

Resident Evil, Legends watch

Resident Evil: Afterlife from Sony Pictures opened in 4,700 domestic screens on Sept. 10, and grossed \$26.7 million, of which \$2.6 million came from 141 IMAX digital screens, a per-screen average of about \$18,400. Overseas, 19 IMAX theaters generated another \$1 million, or \$55,000 per screen. The IMAX total is well below average for a DMR opening weekend, and although it tops the previous two September releases, *Cloudy With a Chance of Meatballs* (\$2.4 million in 2009) and *Eagle Eye* (\$1.6 million in 2008), those two opened on fewer screens and had higher per-screen averages.

Warner Bros.' *Legends of the Guardians* opened two weeks later on about 5,300 domestic screens, taking in \$16.1 million, of which \$1.7 million came from 193 IMAX digital and film screens. The IMAX per-screen average of about \$9,200 is the worst opening weekend of any DMR title to date.

Regina converts to SR 3D

The Saskatchewan Science Center in Regina, AB, Canada, has converted its 19-year-old IMAX GT-equipped theater to 3D with the installation of two IMAX SR 15/70 projectors. The installation began on Sept. 12 and was publicly unveiled by executive director Sandy Baumgartner on Sept. 30. The first public 3D show, of *Hubble 3D*, was on Oct. 9.

Baumgartner tells *LF Examiner* that one of her top priorities when she came on board in late 2008 was to reverse the 165-seat theater's declining attendance, and 3D appeared the best way to do that. Although her team considered the IMAX digital system, they concluded that "for the size of our theater, the size of our screen, the SR system was the best." The conversion was a renewal of the museum's existing lease contract with Imax Corporation.

The renovation involved removing the old GT machine, which will be put on display in the museum, installation of the two SR projectors, and replacement of the original screen with a new silver screen. The lobby and concessions stand were upgraded in the four weeks the theater was closed, but the relatively new theater seats and carpeting were unchanged.

3D Entertainment's slate revealed

3D Entertainment Films has announced five new films in production or development, all of which will be distributed by its distribution arm, 3D Entertainment Distribution. They are: *Air Racers 3D: Forces of Flight* (summer 2011), *Patagonia Wilderness 3D* (wt, fall 2011), *Time, the 4th Dimension* (wt, spring 2012), *Kenya: The Big Five* (wt, fall 2012), and *Turtles: The Last Dinosaurs* (wt, spring 2013).

Air Racers, which looks at the world's fastest motor sport, completed principal photography at the Reno Air Races in

(see *SHORTS* on page 15)